

Fence Industry

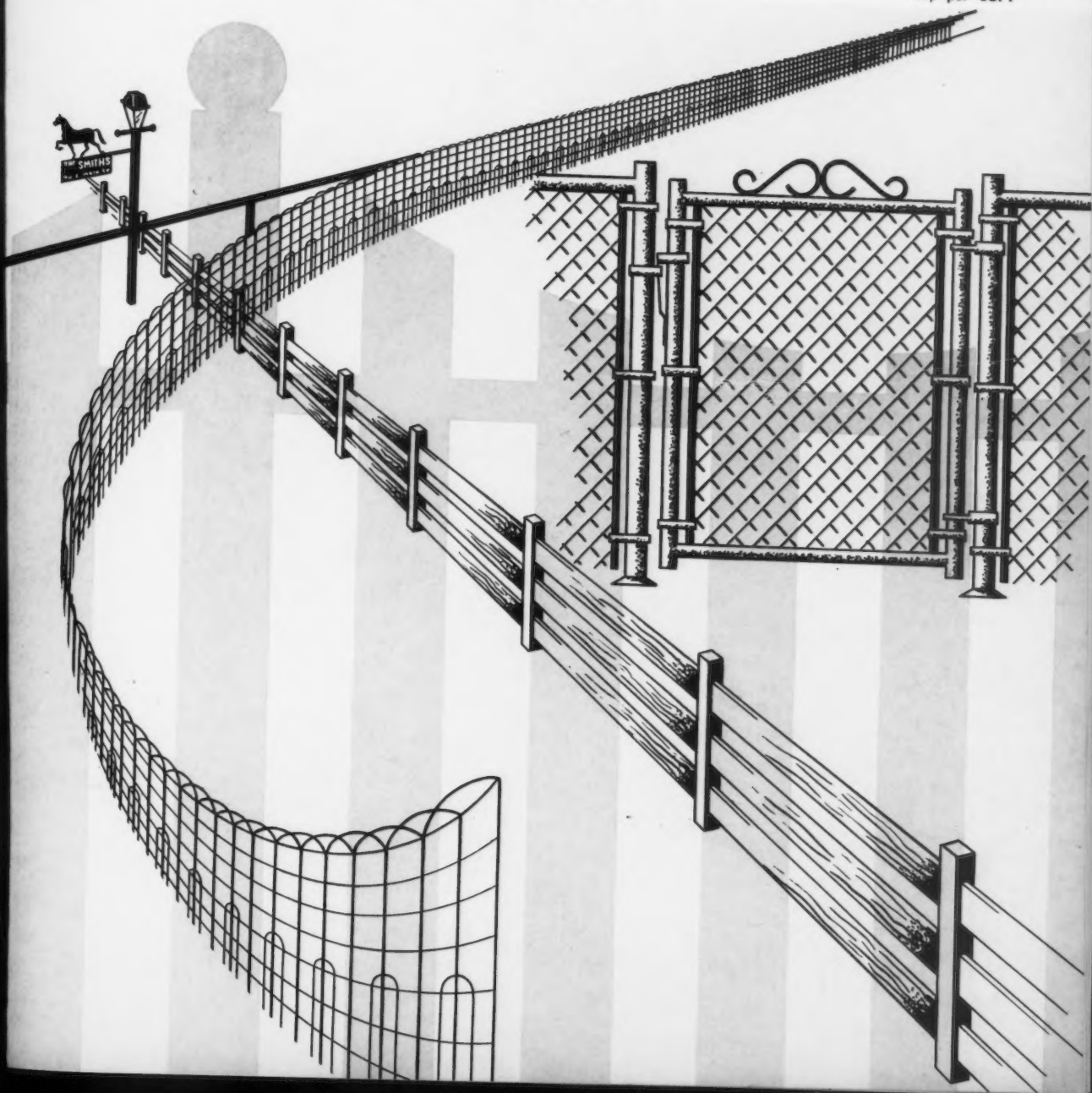


TRADE NEWS

SEPTEMBER 1958

The Journal of All Fence Erecting

60¢ per COPY

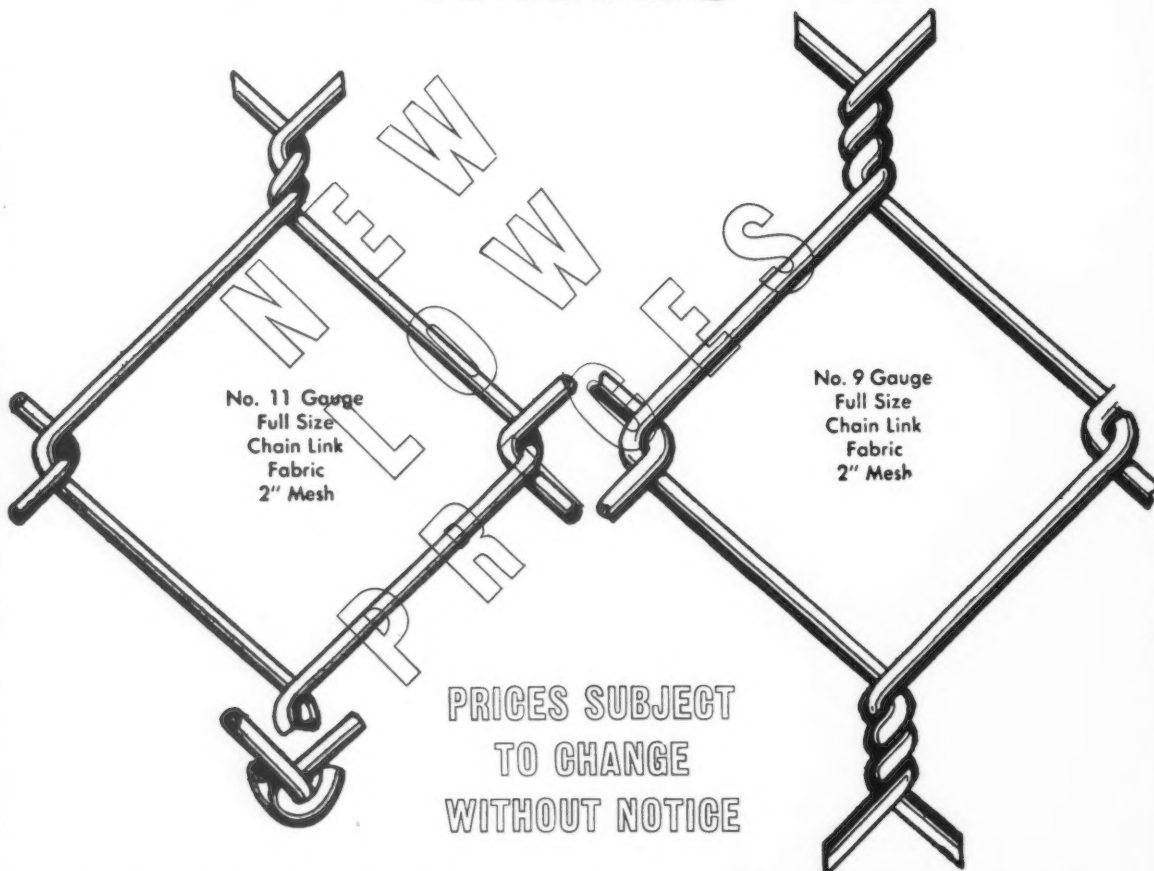


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This list supercedes all previous lists. All prices F. O. B. New Orleans.
Terms: Net, Cash. All prices subject to change without notice.
Our terms are net cash 10 days to firms listed in Dun & Bradstreet with good
credit rating and net C.O.D. to all others.

Refer to
List 1058

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TO CHANGE
WITHOUT NOTICE

ALL FABRIC GALVANIZED AFTER WEAVING 3', 3½' & 4' Fabric Knuckled on One Edge and Twisted & Barbed on Other. All Other Heights Twisted & Barbed on Both Edges.

11 GAUGE	
HEIGHT	PRICE PER HUNDRED FT.
3'	16.15
3-½'	18.08
4'	20.63
5'	25.55
6'	30.31
7'	36.52

9 GAUGE	
HEIGHT	PRICE PER HUNDRED FT.
3'	25.55
3-½'	30.15
4'	34.19
5'	42.15
6'	50.72
7'	60.13
8'	67.55
9'	76.96
10'	87.63
11'	97.36
12'	106.15

6 GAUGE	
HEIGHT	PRICE PER HUNDRED FT.
3'	49.21
4'	63.19
5'	74.38
6'	90.82
7'	108.49
8'	126.94
9'	144.82
10'	162.71

TENSION WIRE
12 Gauge double twist 1320'
per roll. \$8.69 per roll.

BARB WIRE
4 POINT—1320' PER ROLL—\$8.69

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Patented PANEL-VENT®—a new and *profitable* line of rust-proof galvanized steel fence in a wide choice of colorful baked enamels... Three beautiful styles, five heights, from 2 to 6 feet... quick & easy installation!

Very exclusive dealerships or manufacturing rights are now available.....

For further details on obtaining a dealership or exclusive manufacturing rights, fill in the coupon below, and mail it today!

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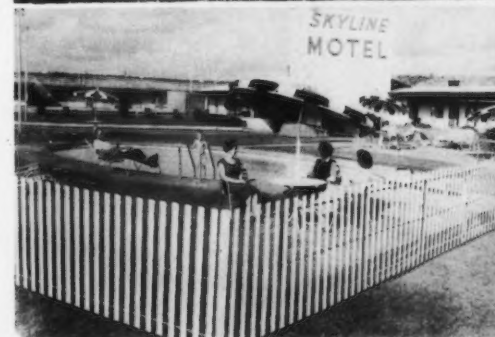
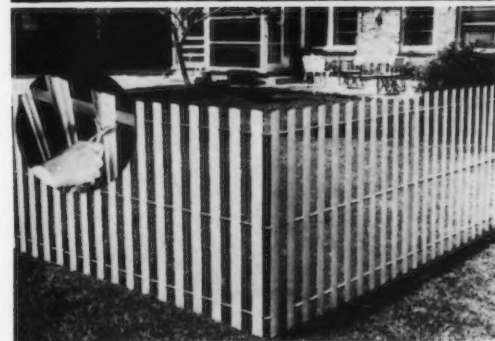
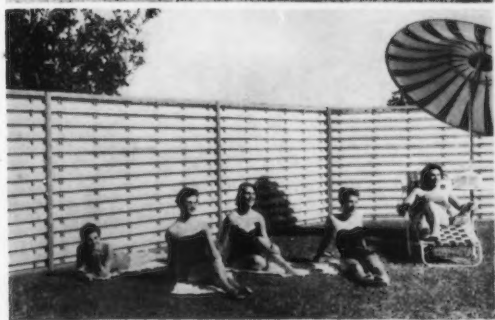
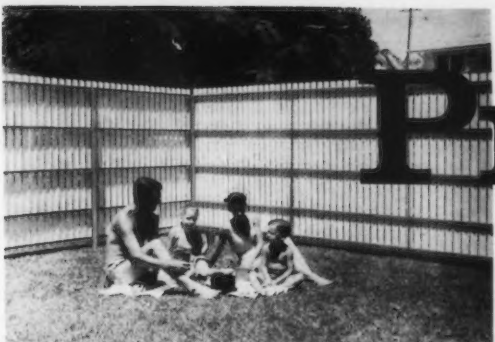
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The Journal of all Fencing and Erecting

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It Stands To Reason!

EDITORIAL

If you stock it—You won't knock it. If you can't sell it, leave the door open for someone who can. The salesman who leaves a prospect without the sale may be leaving the door wide open for his competitor. True, he has broken down some of the resistance and has made the follow-up easier for the competitor nevertheless there isn't a salesman alive who hasn't had the identical opportunities. The point is to leave the prospect with the definite idea that he needs the product. In working along these lines competitors help each other, whether they know it or not.

In analyzing some sales approaches we find: the wood fence salesman saying his product is best because it offers every opportunity for color, flexibility, design and a variety of styles to blend with the surroundings.

In ornamental iron they say that no product exists that can compare with this type of fence and railing because of beauty, design, the lasting qualities of the product and the fact that real craftsmanship goes into the making and therefore nothing else should be considered.

The chain link fence salesman continues with the obvious approach based on privacy, safety, lasting qualities and price factors. This identical approach has been noted in promotions directed to both residential and industrial prospects.

The many reasons propounded for buying one type of installation in preference to another are probably justified and there is no doubt of the factors of truth in these claims. However, it is not the purpose of FENCE INDUSTRY to extoll the values of one type of fence in preference to the other but to sell the manufactured products produced by the industry in their entirety.

Today, the firm in the business of selling fence materials and installation service must be prepared to talk shop about anything and everything the industry has to offer. If you are in the fence business it is presumed that you know all there is to know about fences. The prospect who finds that your knowledge is thin isn't going to be easy to sell . . . or to sell at all. The answer is obvious, keep informed.

The pages of FENCE INDUSTRY each month may be instrumental in aiding you in your sales efforts, giving you a better picture of all the products available in the field and to use for discussion when you call on a prospect. And better yet, if the products you sell appear in its pages it is assumed that it has recognition.

Fence companies everywhere are awakening to the fact that in order to avoid *lost sales* they must be in a position to sell every type of structure available. Unless you are a top-rung manufacturer with other outlets you cannot afford to ignore profitable lines.

Many of the manufacturers in this field are most anxious to by-pass fence erecting jobs entirely. They find they cannot afford this luxury without some assurance of maintaining their output and the quality of workmanship which goes with their trade named products. It appears to this editor that this problem might be solved by the establishment of independent sales agencies who could be regulated by policies and methods to be applied to specific products.

Now about farm fences. Farmers live in houses, great numbers of these houses are fine structures. Do they buy chain link and other types of fences? You bet they do! Comparable to the best. Where do they buy them? Mostly from the mail order firms, Sears and the like. Our files are already loaded with photographs and articles which will appear in future issues concerning fences farmers buy for homes, pools and so forth. This is a tremendous market worth looking into by any progressive fence company.

If there's anything you would like to say through the pages of FI send it on. Constructive or interesting items of any import will be welcomed by the editors. *It Stands To Reason* that we will not publish anything which includes comparisons tending to build the values of one product at the expense of another.

Edward H. Ellison—EDITOR

Everyone says BELL'S
wire is the
shiniest on
the market!
per 100'
in 50 ft. rolls



CHAIN
LINK
FABRIC

	11 ga.	9 ga.
36"	14.90	22.00
42"	16.55	26.00
48"	18.75	30.00
60"	23.00	37.00
72"	27.10	44.00



fence mfrs.,
120 College
Beaumont, Tex.

Hot dip
galvanized
after
weaving



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120 College
Beaumont, Tex.

Easily adaptable
for any terrain.

Terminal top and rail
end combination.



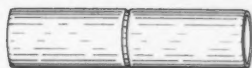
Malleable
Aluminum

for
2 3/8" OD post
1 3/8" top rail

Stock #	Price
B-TPT-0 way	20¢
B-TPT-1 way	25¢
B-TPT-2 way	30¢

GALVANIZED DE LUXE TOP-RAIL SLEEVES

Top
Quality



Prompt
Shipment

for 1 3/8" O.D. Pipe . . . 300/sack only 9 1/2¢
for 1 1/2" O.D. Pipe . . . 200/sack only 17¢

THE BELL FENCE

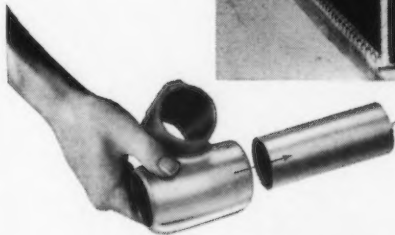
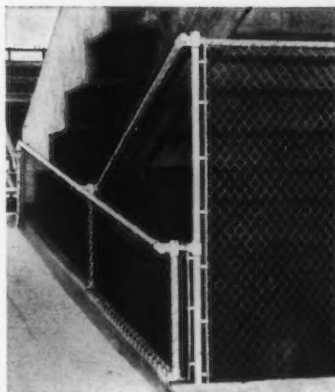
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NO
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UP TO
30% SAVING**
on pipe frames built
with
NU-RAIL®
fittings



You'll find many ways to speed up fence frame construction and cut down on erection costs with NU-RAIL Slip-On Fittings. Simply slip the fitting on the pipe, tighten the set-screws with a hex wrench—that's all there is to it. With five basic fittings you can make up any combination for any fence arrangement. There's no threading or welding, and pipe cutting is reduced to a minimum.

Leading distributors handle these aluminum fittings, both NU-RAIL and the lighter duty SPEED-RAIL Fittings. Write for descriptive Bulletin #15-F.

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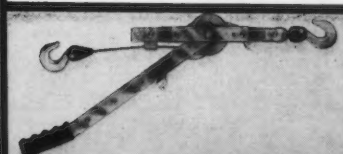
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THE MAASDAM DE LUXE POW'R-PULL IN ACTION
operates in any position; saves time & manpower!

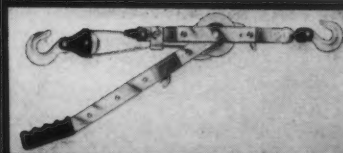
DE LUXE MODEL 144 D-6

1 ton capacity, 20-1 power ratio; Maximum lift 12 ft.; Safety tested to 50% overload.



**Standard
Model 144 S-6**

1 ton capacity
Maximum lift 12 ft.
Safety tested to
50% overload



**Standard
Model 144 SB-6
(with Snap-Block)**
2 ton capacity
Maximum lift 6 ft.
Safety tested to
50% overload

***special offer!**

(LIMITED TIME ONLY)

Coupon worth \$5.00 toward the purchase of:

• De Luxe Model 144 D-6 • Standard Model 144 S-6
• Standard Model 144 SB-6 with Snap-Block. All models
equipped with 3/16" aircraft cable rated 4200 lb. Average
wt. of each unit 7 lb.

\$5.00 This coupon below is worth \$5.00 **\$5.00**

Please send me the following Maasdam Pow'r-Pull Units:

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Name _____

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\$5.00 Satisfaction Guaranteed or your money refunded **\$5.00**

Take Coupon to your nearest dealer or send directly to

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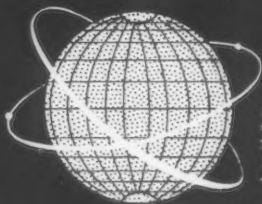
Attractive Dealer Opportunities Available

SEND TODAY FOR FREE CATALOG describing complete
line of MAASDAM POW'R PULL products for fence erectors.

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SEPTEMBER 1958

3



BUSINESS TRENDS

Bulletin

WASHINGTON REPORT . . . by Larston D. Farrar, Washington, D. C.

The biggest economic news out of Washington, as fall begins, is that Uncle Sam is beginning to ladle out federal funds on a more massive scale than ever before in peacetime.

In this fiscal year, which began July 1, the federal government will spend more than \$80 billion. Coupled with liberal credit, this will stimulate the economy greatly, in the view of most economists. Considering also the uneasy international situation, it all probably means that there will be more signs of an upturn in September than there have been since the downturn was halted in May.

A year ago, this month, signs of the downturn became evident. This may be the month in which signs of an upturn become more evident than they have been since the sidewise movement began in May. If a flood of federal money, and easy credit, can cure the recession, it may certainly be shortlived.

Yet, the excessive government spending will pose new problems for everyone in business. The national debt limit, already raised to \$285 billion, undoubtedly will have to be pegged at \$300 billion or more by next year, or early '60. This will make higher taxes virtually inevitable. Since local and state governments also are living beyond their incomes, comparable tax increases may be expected by government units.

Your big trouble in a few months may not be selling fences so much as it will be in showing a profit after meeting all the higher costs involved in doing business—including higher taxes. Watch your pricing constantly.

TAX relief for small businessmen—minimum relief, in the view of many small business spokesmen—was scheduled to be voted by Congress before adjournment.

This legislation provides for more liberal depreciation allowances, easier estate tax treatment and a "tax break" on operating and investment losses in small businesses. It definitely will make it easier for small businessmen to get investment funds from wealthier individuals by making it possible for them to deduct losses, if these occur.

It may pay you—and your lawyer—to study this new legislation for possible benefits that may accrue to you.

CONSUMERS still need more than a nudge from salesmen to part with their cash.

That's the conclusion of the latest Federal Reserve Board survey of consumer buying intentions. While people are not as "bearish" about the economy as they were six months ago, nevertheless more of them are pessimistic about their own chances than was true earlier this year.

This psychological feeling is just the opposite of that held by consumers in the downturn in 1954. Then, most of them felt that the economy would go lower, but that they, as individuals, would be better off in '55. Now, most people feel that the economy will turn higher, but that they, individually, may not be as well off in '59. It is possible that this psychology will delay the upturn.

It's up to salesmen and management to reverse the thinking of prospects. This is the time of the "intelligent sell," and salesmen not only should choose their prospects wisely, in order to use their time more economically, but learn better how to encourage the prospects to buy now.

(MORE ON PAGE 35)

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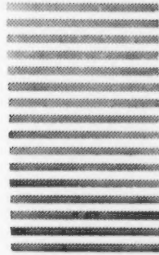
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City and Zone

State

For the Fence Erector, Manufacturer and those serving this industry.

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EXPORTER ☐ IMPORTER ☐ SALES AGENT ☐ WHOLESALE ☐ RETAIL ☐

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★ The International DIRECTORY of Fence Materials ★
TODAY?—THANK YOU!

Little Beaver / Pack Back

2 MODELS / HAYNES 300

To Fit Your Needs



Pack Back

HAYNES 300

These machines were designed for the commercial fence erector

Two great machines with equal hole digging ability but of different design to best fit your particular operation. These machines have features that offer more speed and economy in post setting operations—find out to-day about the easy and complete one man operation for your post hole digging jobs.

For Full Details See Your Dealer or Write

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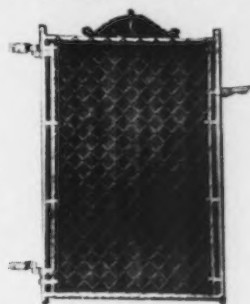
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THE FINEST IN
QUALITY
FENCE MATERIALS

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BEST GATES MADE

All welded—All galvanized after—No sagging corners—No rusty welds—Full 9 gauge chain link—Then galvanized after; special gate wire; 3/16" x 3/4" bars—Tension bands with bolts and nuts—Complete with hinges—Scroll and all hardware and locking device that can be padlocked.



HEIGHT	3' Single	3-1/2' Single	4' Single	8' Double	10' Double	12' Double
3 Feet	\$ 9.90	\$10.50	\$10.90	\$22.50	\$24.00	\$26.75
3-1/2 "	10.40	10.90	11.75	23.50	25.00	27.75
4 "	10.90	11.75	12.00	24.00	25.86	29.30
5 "	13.10	13.30	14.50	26.50	28.50	30.50

CHAIN LINK WIRE

This fabric FULL 9 gauge, then galvanized after being fabricated. GUARANTEED to meet all Federal specifications. Exact 2" mesh — STAYS BRIGHT.

2 x 11 x 36" — \$16.75 C-ft.	2 x 9 x 36" — \$26.35
2 x 11 x 42" — 19.50 C-ft.	2 x 9 x 42" — 32.10
2 x 11 x 48" — 22.00 C-ft.	2 x 9 x 48" — 35.41
2 x 11 x 60" — 28.58 C-ft.	2 x 9 x 60" — 44.13
2 x 11 x 72" — 33.15 C-ft.	2 x 9 x 72" — 52.37
	2 x 9 x 84" — 62.87

Write for our LOWER prices f.o.b. Manufacturing Plant on this wire.

COMPETITIVE RAIL and POSTS

Hot Dipped Galvanized

1-3/8" OD x 21 Feet—Extra strong top rail—.75 lbs per ft. \$10.85 C-ft.
1-5/8" OD x 5-1/2 Feet—Extra rigid line posts—1.05 lbs per ft. .80 each
2-3/8" OD x 5-1/2 Feet—Extra rigid terminal posts—1.50 lbs per ft. 1.32 each

COMPETITIVE FITTINGS

We carry a complete line of all fittings, including standard weight pipe, tubing and fabric.

	Price per 100
2-3/8" OD Terminal Caps	\$13.50
2-3/8" OD Rail bands w/bolts and nuts	8.40
2-3/8" OD Tension bands w/bolts and nuts	7.75
1-3/8" OD Aluminum rail ends	11.40
1-3/8" OD Galvanized couplings 6" long	10.00
11 Gauge aluminum hooked ties 6-1/4"	.75
9 Gauge aluminum hooked ties 6-1/4"	1.00
1-5/8" OD x 1-3/8" OD Line caps, aluminum	13.50
3/16" x 3/4" x 47" Tension bars	33.00

TERMS: Check to cover shipment or 25% with order and balance c.o.d.—F.O.B., New Orleans. SHIPMENT made same day your order is received. Orders accepted for any quantity.

SPECIAL DISCOUNTS allowed for carload or truck load.

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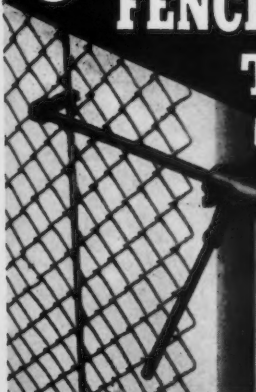


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\$22.50 LIST

Jobber Inquiries Invited
Chain link, barbed and tension
wire gates and fences are
positioned in taut clamping
alignment. Cap. 2000 lbs.;
Wt. 9 lbs.; Lifts, Pulls to 24".
Fully guaranteed.

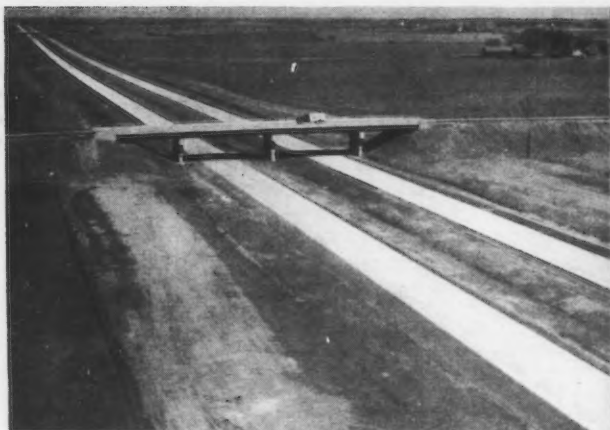
Order your PULJAK today
or write for new descriptive
catalog sheet.

DOK

Dockendorff & Co., Inc.

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LARGEST FENCE CONTRACT

1,566,150 Linear feet of fence and gate materials will be erected on the new Illinois toll highway. Two long established Chicago fence companies get contract as a joint venture. More than 3400 miles of heavy coated galvanized 9 gauge wire was used in the manufacturing process.

One of the largest single fencing contracts ever awarded in the highway construction field was awarded January 11, 1957, by the Illinois State Toll Highway Commission to the joint venture of Chain Link Fence Corporation of Chicago and Chicago Fence & Equipment Company in the amount of \$1,397,615.99.

The contract calls for the furnishing and erecting of permanent fencing, involving approximately 564,300 linear feet of chain link fence for use in urban areas, 985,600 linear feet of farm fence for rural use, 8,100 square feet of stream gate, and 8,150 linear feet of stream crossing materials.

Workmen are currently erecting fencing along the right-of-way of the completed sections of the 187-mile Illinois Tollway as one of the final stages of preparing for the opening of the first sections of the tollway to traffic in August.

First section to be opened is the 76-mile Northwest Tollway on August 20. The Northwest Tollway starts at a direct connection with Chicago's Northwest Expressway and extends northwest past O'Hare Airport, Elgin, Belvidere and Rockford. Here the tollway turns due north to South Beloit to a connection with an

interstate route leading across the Wisconsin line to Janesville and Madison.

The second section scheduled for opening is the north portion of the Tri-State Tollway from a direct connection with Eden's Expressway north to the Wisconsin line. This 30-mile section is scheduled to be opened to traffic on August 27. The remainder of the 187-mile Illinois Tollway will be opened by January 1, 1959.

Fencing for the tollway was supplied by the American Steel and Wire Division of United States Steel Corporation who produced more than one million feet of fence and two million feet of barbed wire. More than 3400 miles of heavy coated galvanized nine gauge wire was used in the manufacture of the fencing which is 47 inches high.

An innovation in the shipping procedure required the placing of the rolls of fencing at right angles to the long axle of flat bed trucks. This type of shipping enabled the rolls to be unloaded two or three rolls at a time by means of a fork lift tractor. The fork lift then placed the rolls in a storage yard in one operation.

TOP PHOTOS—A completed section of the Northwest Tollway showing overpass, pavement, shoulders and fences in place.

BOTTOM RIGHT—An innovation in the shipping procedure of fence materials for the 187 mile Illinois Tollway required that the rolls be placed at right angles to the long axle of the flatbed trucks. This permitted unloading two or three rolls at a time by means of the fork-lift tractor and placed in a storage yard all in one operation.

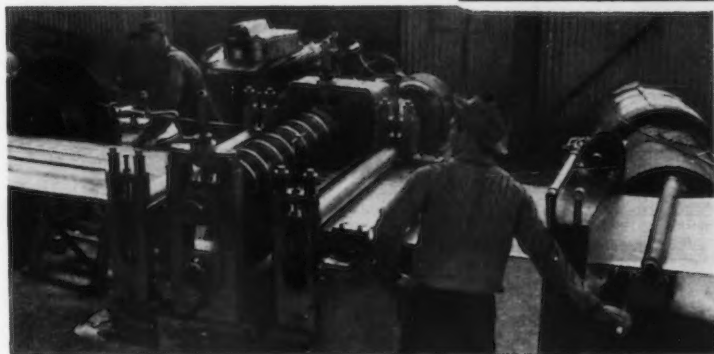
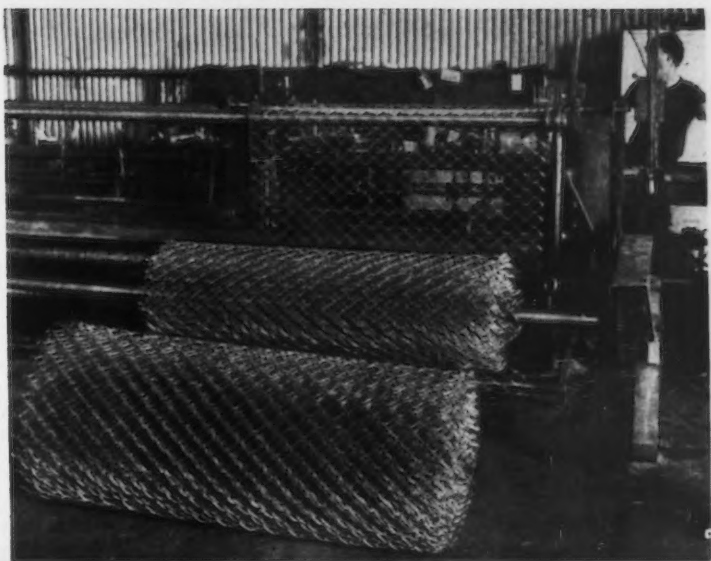
Photos and release by Quentin M. Lambert, Director of Public Relations, Illinois State Toll Highway Commission, Chicago.



How the Steel Picket Fence Originated!

by Boyd E. Lovell

Starting in the fence business in 1938 with a patented steel picket fence the Harris Fence Company of Los Angeles is getting a sizeable piece of the California market.



TOP PHOTO—The Harris plant manufactures 2000 feet of chain-link fence daily. BELOW—A slitter for cutting coils of rolled steel . . . a Yoder tube mill produces tubes and fittings.



Clarence D. Harris (right), president of the Harris Fence Co. and son Gerald Harris, vice president.

An Idaho brush fire, a woman's love of a picket fence and a man who didn't simply say, "They oughta," all combined in 1938 to launch an entirely new kind of fence. The woman was the owner of a lovely white wooden picket fence which surrounded her yard on the outskirts of Nampa, Idaho. The brush fire had just destroyed this symbol of the well kept home. And the man was Clarence D. Harris, then a manufacturer of irrigation equipment.

"If they'd been made of steel, they wouldn't have burned," the woman remarked sadly of her picket fence.

To many men such a remark would have simply called forth the inane, "Yeah, they oughta make it like that," but Clarence Harris was a different sort. To him the woman's remark was both a challenge and a catalyst, and before he knew exactly what he was getting into, he had promised to try and make her up a steel picket fence.

And thus the first entirely new kind of fence in half a century was born.

FIRST STEEL PICKET FENCE

This first steel picket fence was made by using braces from irrigating equipment as pickets. It took Harris three weeks to make up a steel picket fence 150 feet long and three feet high. He installed it for the woman who had wished for a steel picket fence for 60 cents a foot. During the next two years, this steel picket fence became so popular in and around Nampa, Idaho that Clarence D. Harris patented it and then moved to Los Angeles and the great California market.

Today, 20 years after that first crude fence was

fashioned practically by hand, the Harris Steel Fence Company, 8720 South San Pedro Street, Los Angeles, California, is still the manufacturer of metal picket fences, but the market for this almost indestructible fence has spread from a small community in Idaho to Honolulu, far out in the Pacific Ocean; to the great Pacific Northwest; and as far east as the fabulous state of Texas.

Up to the present, Harris has not attempted to penetrate the Eastern or Midwestern markets because of prohibitive freight costs, but quite recently steamship companies, anxious for full bottoms on the trip back to the east coast, have offered Harris transportation rates which now make it possible to compete in the east, and Harris is again considering making the jump from a strictly western manufacturer to a truly national one.

Besides manufacturing metal picket fence, Harris operates two additional family corporations which manufacture and fabricate steel tubing.

"We opened the tube mill in 1954 because we needed a third business," Harris says. "I have a son and two sons-in-law, and I wanted something for each of them to run."

OTHER FACETS OF THE HARRIS OPERATION

Gerald Harris is vice-president and manager of the fence company; Elmer Goodman, vice president of the tube company; and Richard Erickson, vice president of the tube fabricating company, which is located in Long Beach.

Continued on Next Page



A sturdy and attractively designed package houses the Habitant Fence "Plan-A-Yard" kit illustrated here. It gives the fence prospect an opportunity to plan layout of the yard or garden. The kit is being made available to dealers while the supply lasts.

HABITANT'S UNIQUE PLAN-A-YARD KIT OFFERED FREE WITH DEALER OPPORTUNITY

For the past two years, Habitant Fence, Inc., Bay City, Michigan, has featured a unique consumer "game" in their national magazine advertising, and now makes a special offer to readers of Fence Industry Trade News.

Habitant's Plan-A-Yard Kit contains all of the materials necessary for a fence prospect to work out to scale an exact duplicate of their house, lawn and gardens and set up scale models of various fence designs — all on the top of the Dining Room table. The kit, which is offered in Habitant ads at a consumer price of \$2.00 is a neat package all contained in a stiff cardboard box, similar to table games packages.

Large green paper sheets are lightly ruled so that they can be marked out to scale, to depict the home owners property plan, and instructions as to how to draw in the size and shape of the house are also contained. Other specially printed paper imitates a flag-stone material which can be used cutout to scale to show walks, terraces, patios and so forth. Next there is a special multi-colored floral paper provided together with instructions as to how this may be used to imitate flower beds, shrubbery and other floral settings. To give the final touch of realism, green styrofoam is included together with honest-to-goodness "wood trees" which can be cut out and set around the yard plan.

Last but not least, Habitant has then carefully and exactly scaled all of their various fence designs in heavy brown art-board complete with little fold tabs so that the various fence designs can be cut out and actually set up on the complete yard layout to see exactly how different fences might appear. These scale imitations of Habitant products are exact right down to the gates, trellises, arbors, etc.

In the year and a half that this kit has been offered in Habitant national ads, over three thousand have been sent to prospective customers who wrote in for same and sent their \$2.00. It goes without saying that a complete Habitant catalog is included in the kit.

Habitant offers one of these kits free of charge to firms who are interested in a Habitant territory dealer franchise. Simply address Habitant Fence, Inc., Bay City, Michigan on your Company letterhead and mention this advertising offer.

Advertisement

or Circle Buyers Service Card No. 109

How Steel Picket Originated—Continued

The Harris Tube Corporation is one of the largest tonnage producers of mechanical welded tubing on the West Coast, manufacturing diameter tubing from 1-5/16th of an inch through three inch. The company is also equipped with a slitting line, for cutting coiled steel, that has a capacity for 12,000 pound coils, 42-inches in width. This makes the Harris Fence Company the only fence company on the West Coast now making their own tubing for fence posts and fittings.

Because of legislation in Los Angeles which requires a four foot high fence around all swimming pools, private as well as public, the production of metal fences, particularly the popular chain link wire fence, has been booming for some time, and Harris got into this phase of the fence industry in 1945. Now the Harris Fence Company produces chain link fence at the rate of 2000 feet a day.

OVERCOMES DRAWBACKS TO STEEL PICKET FENCE

Previous to World War II, the steel picket fence could not be installed easily in hilly terrain, but after the war Harris solved this problem by tabbing the pickets in place instead of spot welding them. The new method of making the pickets allows them to stay in place and still move up and down, making it possible to adjust to variations in grade as high as three feet.

Coming in eight foot panels, with a maximum height of four feet, Harris Steel Picket Fence can be curved and even turned at corners. Installation is quite rapid, with an estimated 500 feet per 2 men per day being the standard used to estimate installation costs.

Pickets are stamped at the rate of 31 strokes a minute on the Harris presses now, as compared to the six separate operations it took when Harris made his first fence 20 years ago. And today the Harris Steel Picket Fence is made virtually maintenance free by a process of galvanizing, followed by bonding, and a final baked enamel finish. To illustrate this, Harris points proudly at a fence directly across from his office which he installed in 1946.

SELLS THRU DISTRIBUTORS & DIRECT

The Harris Steel Fence Company sells through distributors throughout California and in neighboring states, as far east as Texas; but it also sells directly to the consumer, since that is the way the original operation was begun, and, as yet, Harris does not feel that he has adequate distributor distribution to be able to eliminate this part of his operation.

However, like all manufacturers, his eventual aim is to eliminate the retail part of his business completely, and deal only with distributors. Still, this is far in the future, he believes, unless the freight differential is overcome so that he can compete throughout the country.

About the only problem other than freight rates, Harris says, is the problem of patent infringement. "So many small concerns across the country just don't seem to realize what a patent means," he reports. "They see this fence and think it is just the thing for their area, and then just start making it—this is bad for two reasons: first off, they just do not have either the equipment or know-how to do a really first class job; and secondly, they have no legal right to do this, so we have to stop them. Actually, if they would have only contacted us, something could have probably been worked out to both their and our advantage . . . as has happened upon a number of occasions."

As to the future. "Well," he says, "we keep growing."



Tips On Selecting Materials Handling Equipment

By Howard M. Palmer, V. P., and G. S. M.,
Lewis-Shepard Products, Inc., Watertown, Mass.



ROLLS OF FENCING (Fig. 1) are stored on wooden pallets in this warehouse. Here, the operator of the Lewis-Shepard Model "E" electric fork lift truck detiers a pallet load for movement to the shipping dock. Note that the palletized rolls are stacked right to the ceiling, saving costly storage space.

Expanding costs, is a term that commands real respect in today's competitive market. And rightfully so, for the cost of doing business has been a big splurge since the end of the war.

Primarily because of this phenomenon, business and industry has been working overtime to initiate less expensive, more productive methods of operating. In many areas, this drive has been featured by significant success stories. But none more successful than in the field of materials handling.

Materials handling has been a prime target of the cost-cutting movement because it is an operation that adds nothing to the value of a product, only to the cost. In fact, it conservatively represents 25% of the cost of the average product.

It is obvious that materials handling represents a major opportunity to reverse the trend toward rising costs. Before investing in new equipment, however, companies should first ask themselves three questions:

1. Can the investment be justified?
2. What type of equipment is best for my operation?
3. What type of power is most economical, most adaptable?

There are methods of answering all three questions. For instance, justifying the investment is usually a case of time, labor and/or space savings. If an electric fork truck reduced the working force by one man, this alone would justify the investment. At current wage scales, the two-year salary of one man probably would exceed the initial investment in the electric truck.

Space savings would also be possible since fork trucks are capable of stacking goods right to the ceiling in warehouses. Under man-handling methods, this is obviously a physical impossibility.

To cite an example, Lewis-Shepard Model "E" electric fork trucks are able to stack goods to heights of 15 feet and more (Fig. 1 and 1A). The average person cannot reach heights half this distance. Thus, it can be seen that a truck can frequently increase a warehouse's storage potential by 50 per cent. Sometimes this has precluded a costly new construction program for companies.

A new type Lewis-Shepard adaptation of the "Walkie" truck. The operator drives while standing on the platform. A full set of controls for steering, lifting, lowering and driving in forward or reverse allows operator to control all movements of the truck from a stand-drive position. (Photo—top left)

A good standard is that new materials handling equipment repay its investment within two years. If the equipment does not meet this standard, it should be considered economically infeasible.

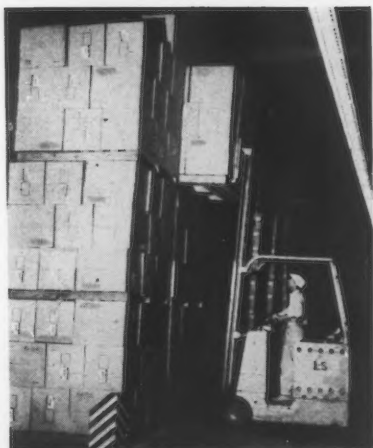
Next consideration is the type of equipment suited to the operation. Basically, this is a question of hand vs. power equipment.

Some observers are unduly power-equipment conscious . . . to the detriment of hand. But hand is preferable in certain situations (Fig. 2). One situation is where floor capacities are low. Another is when operating space is extremely limited and short hauls are the rule. And, of course, hand equipment is lower priced than power.

For situations where goods are to be transported fairly lengthy distances (Fig. 3), power trucks are the choice. Goods can be stacked to greater heights with the power, and, naturally, power does its jobs faster.

Therefore, the choice of hand or power is dependent on the operating conditions. It could be, though, that a combination of both hand and power (Fig. 4) would work to best advantage. In such a case, the hand equipment would be performing so-called "in-between" jobs.

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GOODS ARE HIGH STACKED (Fig. 1A) right to the ceiling in this warehouse by electric fork truck. Such techniques have enabled firms to expand their storage capacity, without expanding their plant.

Actually, there is still another facet of this question. It concerns rider-type trucks as opposed to "walkie" units. "Walkie" trucks, which are battery powered vehicles operated from a control handle while walking along with them, are for short hauls and use in narrow aisles. The rider-type is best suited for long hauls and operating on ramps. Like the "walkies," they are capable of high stacking goods, but generally require more room to maneuver.

In any event, only a manufacturer offering a full line of both hand and power trucks, can impartially evaluate the need. And the manufacturer should be able to offer equipment especially "tailored" to the operation.

After the first and second questions have been answered, the potential buyer must select the source of power he desires for his truck.

In situations where the vehicle is to be used indoors primarily, an electrically-powered truck is usually automatically selected. Obviously, any vehicle producing noxious fumes and bothersome odors could contaminate the air. The result would be headaches, nausea and similar ailments.



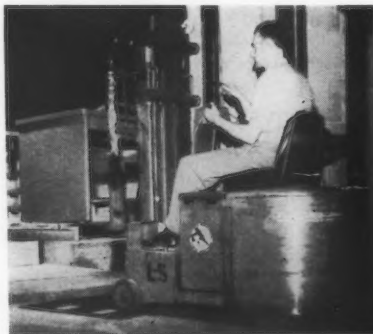
LOW FLOOR CAPACITY (Fig. 2) in this building necessitates the use of this hand lift truck. By pumping a foot pedal, the operator can raise his load hydraulically to heights of four inches.

The overall effect could be reduced output per manhour. And a continuation of such conditions certainly can prove anything but beneficial to the employees' health.

Gasoline and LP-Gas trucks present still disadvantages. Among the most serious is the constant fire hazard due to combustible fuels. This is not the case with electric trucks, which are powered by a storage battery. As still another benefit, electric trucks can be "refueled" right in the building (Fig. 5) at a convenient battery recharging station.

The initial investment in electric trucks is somewhat higher. But since the electrics have a longer life span and cost substantially less to maintain and operate, they are in reality figured to be a better investment.

The life of an electric is calculated by experts to be three times that of gas vehicles. As for maintenance costs, they are generally about one-third of gas trucks! On this point, it is only logical that the electrics should have such a wide advantage,



ELECTRIC FORK LIFT TRUCK (Fig. 3) makes the long trip from the storage area to shipping dock in a minimum of time. Truck was produced by Lewis-Shepard Products, Inc., Watertown, Mass.

since they have fewer working parts where a breakdown could occur.

However, the cost of maintenance should not be considered in terms of labor and parts costs exclusively. Equally important is the accumulated truck downtime. An idle truck is costing the user additional money. As a matter of fact, an idle truck is defeating the purpose of its very existence—a smoother flow of work.

As for power costs, electricity is today considered the most economical form of power available. In fact, on an 8-hour basis, power costs for the electrics are calculated at a maximum of (\$.60) sixty cents.

For these reasons, there has been a noticeable trend toward electrics for indoor operation in recent years. With the increasing concern for industrial health, this movement is expected to continue.

Circle Buyer Service Card No. 1.



HAND AND POWER EQUIPMENT (Fig. 4) work together in this plant. Hand hydraulic truck is used in the order picking operation.

Like any other equipment, though, all facets of the problem should be considered prior to investing in materials handling products. Some manufacturers offer a free pre-installation survey as a standard part of their service.

After the survey has been completed by a materials handling engineer, he analyzes the results and makes definite recommendations for new procedures and equipment.

When the new equipment arrives at the installation site, personnel that will operate the equipment should undergo a brief training course. Again, it is the materials handling engineer that presents the course.

Only through these courses will the company obtain the optimum performance from its new equipment. While materials handling equipment normally significantly decreases the accident rate, the training plays a major role in making this possible.

In any event, it is the professional approach to a materials handling problem that can reap big cash savings for any company, large or small. The application of the proper equipment is, in fact, an important method of reversing the current inflationary trend—and putting profits back in any business picture.



RECHARGING THE BATTERIES (Fig. 5) of electric fork lift truck. Batteries are normally recharged after each 8-hour shift, and then ready for immediate operation.

FOREIGN TRADE IN OUR CHANGING WORLD

Remarks of

LELAND I. DOAN, President
The Dow Chemical Company
before The Economic Club of Detroit



✓ *We have placed certain burdens upon ourselves because we felt it to be in the public interest. Is it unfair that we ask to be protected against those who do not bear similar burdens?*

With Sputnik and—as the French call it—Ikenik wheeling around in outer space . . . and with “shoot the moon” suddenly having taken on a vastly deeper significance than a simple gambler’s phrase it is hardly necessary to note that our world is changing.

Happily it has been changing since the days of Adam. Otherwise we all should have led pretty dull lives. So the fact in itself is hardly phenomenal. What is of importance is an awareness of the form and direction of the changes and an effort to determine their probable effect upon our lives and customs and the lives and customs of others. Man finds it necessary to adapt to changes in his personal circumstances, and just so nations must adapt to global changes.

There seems to be an unfortunate misapprehension in some circles that those who defend the idea of protective tariffs are intrinsically opposed to foreign trade. This is like saying that a man refuses to sell something because he insists on making a profit . . . or that bankers are opposed to loaning money because they insist on adequate collateral and interest. My own company does a considerable amount of foreign business, so my position would be completely untenable if I were to hold

Leland I. Doan was born in North Bend, Nebraska, November 9, 1894. Moving to Ann Arbor in his youth, he received his education at Ann Arbor high school and the University of Michigan.

In 1917 he entered the employ of The Dow Chemical Company in Midland, and after a year in the plant became associated with the company’s growing sales department. He became assistant sales manager in 1922 and was advanced to general sales manager in 1929.

He continued to head Dow’s sales organization until his election to the presidency of the company on April 4, 1949. Meanwhile he had become a director in 1935, a vice president in 1938 and secretary of the corporation in 1941.

He holds numerous offices among Dow subsidiary and associated companies and, in addition, is a director of the Michigan Bell Telephone Company, the Armed Forces Chemical Association, and the Health Information Foundation.

Dr. Doan is a Regent of the University of Michigan and a 33rd degree Mason.

He holds honorary degrees from Case Institute of Technology, Kalamazoo College, Central Michigan College and Earlham College.

views basically opposed to international trade.

On the contrary, I cannot agree with those who seem to hold the opinion that trade *per se* is good and if we just have enough of it everything will be dandy. This is confusing the means with the end. Trade is good only insofar as it benefits the parties involved.

Let me state it very simply. It would be quite ridiculous for us to make caustic soda and sell it to Monsanto and then turn around and buy caustic soda manufactured by Monsanto. The only beneficiary would be the transportation system.

Following this reasoning, the encouragement of trade for trade’s sake between nearly identical economies becomes highly questionable. Since no two economies are entirely identical there will be certain areas where exchange makes economic sense, but in areas where they coincide there is no real value in exchange other than that it may offer the consumers of both economies a wider selection.

Now, I have no basic objection to this sort of exchange, but its value is aesthetic rather than economic and thus it cannot be regarded as a very effective means of strengthening the economies involved.

The really beneficial trade is that which flows between *complementary*, rather than *similar* economies. In this way both are afforded sources of materials which they lack or products which they are unable to produce economically. This type of trade makes sound economic sense and, therefore, will flourish unless arbitrarily restricted.

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Foreign Trade In Our Changing World

I realize that there are all manner of special circumstances which require consideration, but I think the difference between similar and complementary economies should be kept in mind if we are to keep our feet on the ground with respect to foreign trade policy.

Now . . . what of change? Since World War II we have seen the rise of the Soviet Union as an economic power rivaling our own. We have seen the rehabilitation of war-torn Europe to the point where her industries are again eagerly competing for world markets. And we have seen—are seeing—a rising current of nationalism evidenced by a persistent drive for industrial self-sufficiency throughout the nations of the free world—even among the less developed nations.

These newly developing nations are determined to industrialize and in a hurry to do it. They would not be content to remain raw material suppliers even if there were no trade barriers and thus, in effect, have rejected the principle of maximum world specialization.

In a sense, there is in progress a second industrial revolution aimed at elevating the world standard of living. These forces are all to the good. We have devoted a great deal of money and effort to their encouragement. We have given billions in governmental economic aid, have supplied both funds and technical assistance through the Point 4 program, and have even offered some minor encouragement to the foreign investment of private capital.

The communists too have, only recently, recognized these desires and thus we find ourselves competing with them for the allegiance of the newly developing and uncommitted nations. The competition inevitably will grow keener.

However, we must recognize the implications of such changing patterns with respect to our own economy. We are not competing with laggard nations; we are competing with rising efficiency and growing desires for industrial independence. These desires have led to post-war trade restrictions—quotas, import licensing, currency manipulation and so on—which are a greater hindrance to trade than were pre-war tariffs. And this despite our own leadership toward freer trade.

We see also another trend which has perhaps even greater implications. We see the free world moving toward regional free trade areas. There is a growing awareness among other nations that a high standard of living depends on mass production and that mass production is possible only when there is a mass market.

Thus last December we saw the final ratification of a program which will create a common market among six European nations having a combined population of 160 million people. To this may well be added the other nations of the OEEC by means of a proposed free trade area encompassing more than 300 million people.

Similar plans are already under discussion in South America, Central America and Asia.

This is a very encouraging trend. Economic unity should be a potent force for amity. Further, the establishment of the mass markets should help to equalize and elevate living standards within these areas. Hence lasting peace, at least among the nations of the free world, becomes more probable.

But again we should take into account the probable effects of such developments on our own position as a world trader. Of our \$17 billion of exports (excluding military goods), one-third goes into Western Europe. There is little question that the formation of common markets will make us less competitive, over all, in such areas because trade barriers between the participating countries are to be gradually eliminated while a common barrier will be retained against the rest of the world—which includes us.

We therefore stand to lose, within a relatively few years, a substantial portion of our European business. Furthermore, the increased efficiency of European common market will enable it to underbid us with a consequent loss of our 4 billion dollar South American market.

It is also interesting to note that the recently formed European Common Market demonstrates very clearly some of the problems involved in trying to apply the free trade theory on a global basis in the world of today—problems which we who favor reasonable tariffs have been pointing out for a long time.

Note first that the common market proposal came only after NATO had become a working reality. The fact that the nations were supplying soldiers to a common army gave reasonable assurance against war between the nations involved.

Next we might note that wage rates among the nations were reasonably comparable and that such differences as there are will be cushioned by gradual tariff reductions. Moreover there is to be complete freedom for workers to move from one country to another. This will do much to distribute the labor supply and equalize wage rates.

Finally, attention was given to the foreign exchange problem. It was not considered feasible to establish a common currency, but steps were taken to reduce exchange restrictions. Trade balances are to be accounted in European Payment Union Credits and procedures have been set up to try to prevent continuing imbalances between nations of the common market.

The monetary problem proved to be a very tough one and will probably remain the most troublesome.

The free trade theory presupposes that the only differences are natural advantage or skill—that there is assurance of peace, that wage rates are relatively comparable, that there can be free movement of people, that taxes and laws governing business are reasonably uniform, and that currencies are freely convertible. When we look about the free world as a whole, we find none of these conditions in existence.

Any discussion of foreign trade sooner or later gets around to focus on the Trade Agreements Act. This one is no exception. I might note parenthetically that, however often you may hear it, the word "reciprocal" is not in the title. Reciprocity, or mutuality, however, is in the Act in theory and we wish there were some of it in fact.

For some reason which rather escapes me, this particular Act seems to have become a sort of sacred cow with the proponents of lower tariffs. One is given the impression that if the Act is not extended our whole foreign trade situation will be thrown into a state of chaos. Actually, failure to extend it would in no way nullify any existing agreements. It would simply mean that until some other legislation were passed our present agreements and tariff schedules would remain in status quo. Hence, I cannot quite buy the atmosphere of urgency which so often surrounds the requests for its extension.

Talk about world changes! The Trade Agreements Act was passed in 1934—24 years ago! That was the year prohibition was repealed.

Here, in the United States, we were in the doldrums of depression, and among other efforts to combat

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Kaiser Aluminum Engineers new livestock pen . . .

The first aluminum livestock pen in the world is now in service at the St. Louis National Stockyards Co., National Stockyards, Illinois.

The prototype pen was developed by Pioneer Industries, Inc., 2700 Hawkeye Drive, Sioux City, Iowa, with design and engineering assistance from Kaiser Aluminum & Chemical Corporation engineers, and was installed by the stockyards firm.

While its initial cost is higher, it is anticipated that the durable aluminum pen will have a long maintenance-free life, thus ultimately proving more economical than conventional wooden pens which require frequent repairs and have an average life of approximately four to five years.

The aluminum pen is simple to prefabricate and can be erected in one-third to one-half the time of a wooden pen. In addition, it is fireproof, neat and attractive in appearance and the smooth, rounded surfaces of its tubular aluminum horizontal members are expected to substantially reduce animal bruising.

The pen consists of rails of two-inch extruded aluminum pipe supported by post assemblies of extruded aluminum channels bolted together and anchored to plates embedded in concrete. The wooden catwalk planks are bolted to angles at the tops of the posts. The Tubalite gate is fabricated from similar tubing and is of welded construction.

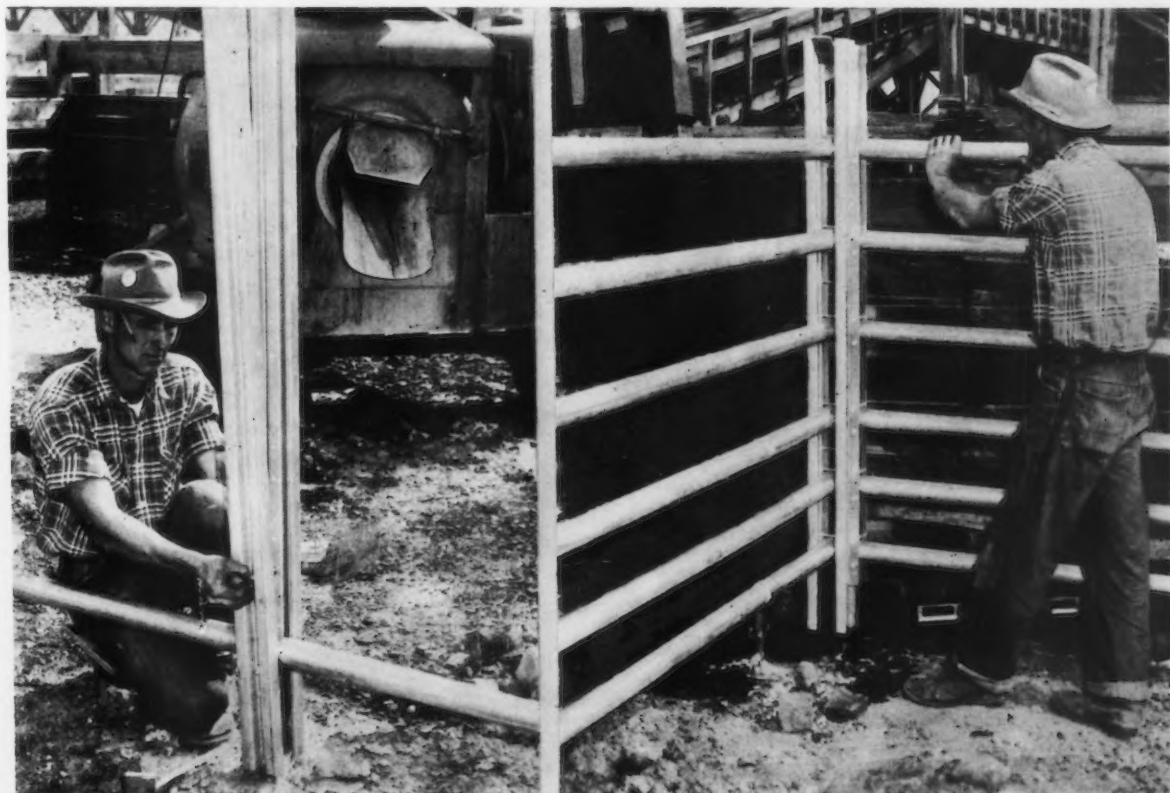


Completed pen (above) allows full view of cattle. Catwalk at top of posts are firmly bolted to angles at top of posts. This installation may offer wide and varied uses.

LOWER LEFT . . . erector bolts post assemblies which are anchored to plates embedded in concrete at the base. Time element is cut one-third to one-half as compared to wooden structures.

LOWER RIGHT . . . rails of two inch extruded aluminum pipe are checked and fitted into place through supports in post assemblies.

For Information Circle BUYER SERVICE CARD No. 117



RIGHT OR WRONG

In Labor Relations

A roundup of day to day employee problems and how they were handled.

Each incident is taken from a true-life grievance which went to arbitration.

Can You Fire An Employee For Violating A Rule Which Hadn't Been Enforced For 20 Years?

WHAT HAPPENED:

Carl X was caught writing numbers on a wall in the company locker room. When questioned, he freely admitted that he was a "bookie." He was immediately fired. Carl thought that the company's action was very unfair. He filed a grievance and when the company refused to reverse the supervisor's action, the case went to arbitration. Said Carl:

1. Bookmaking had been going on in the plant for 20 years, and even though there was a company rule against it, the prohibition had never been enforced.
2. I should have been warned first, and if I repeated then discharge would have been warranted.
3. And besides, I was a good worker. I "made book" on my own time. Who was hurt? Nobody!

Was Carl:

RIGHT ☐ **WRONG** ☐



What Arbitrator Sidney L. Cahn (chairman) ruled:

"We hold that the mere fact that an illegal practice has gone unpunished for a long period of time cannot be said to stop the company from attacking this practice in the future. Certainly the practice of an illegal act over a long period of time cannot be said to result in the establishment of a 'local working condition.' An employee who, while on company property, performs an illegal act ('writing numbers') is not properly discharging his responsibilities as an employee. Such discharge of responsibilities must imply conducting oneself in a lawful manner while working as an employee. The fact that the grievant may have been on his lunch hour or may have used an open public pay telephone in performing this illegal act is irrelevant. For during all times that an employee is on company property, he must conduct himself properly: he may not engage in illegal activities whether he does so on his 'free time' or not in order to further his illegal activities. The discharge was for just cause."

Can You Fire An Employee Who Refused To Work Scheduled Overtime?

WHAT HAPPENED:

During the busy season it was the practice of the company to schedule Saturday as an overtime day, and employees were expected to come in on those days. The union contract provided that employees would be required to work a reasonable amount of overtime. Suddenly, Mrs. Anthony started being absent on Saturdays, claiming that she couldn't come in because of family responsibilities. She was warned twice, and when she persisted in being absent, she was fired. The union, representing her at the arbitration, claimed that overtime is a voluntary act, and employees cannot be disciplined for refusing to put in extra hours. The company rested on its management right to schedule the hours of work, and that such right included the requirement that employees put in reasonable overtime.

Was The Company: **RIGHT** ☐ **WRONG** ☐

What Arbitrator James C. Hill ruled:

"The company has an unlimited right to schedule hours, including a longer or a shorter week than the usual 40 hours. Further, the right to schedule longer hours has quite generally been held to carry with it the right to require performance of overtime work. If management is empowered to schedule the working hours, it must follow that management may require performance of the work. While occasional refusals by



employees may be tolerated, and efforts may be made to accommodate individual convenience and choice, the employee cannot consistently refuse to accept overtime work. Mrs. Anthony's discharge was for just cause."

Continued next page

If An Employee Resigns, Can He Change His Mind And Get His Job Back?

WHAT HAPPENED:

Mr. Dusa came up to his supervisor one day and said: "I just found another job for more pay. I'm giving you two weeks' notice." The supervisor replied: "I'm sorry you're leaving. I hope you will be happy there. By the way, why don't you put your resignation in writing so I'll be able to clear things with the payroll department." Dusa did this. A week later Dusa changed his mind, and asked to have his letter of resignation rescinded. The company refused on the grounds that Dusa had resigned and could not claim his job back without management's consent. Dusa argued differently:

1. A letter of resignation is not effective until the "notice date" expires. My letter still had three more days to go.
2. The company did not replace me, nor did it post my vacancy, so it lost nothing.

Was Dusa:

RIGHT ☐

WRING ☐



What Arbitrator Harry J. Dworkin ruled:

"In this case, the evidence raises no doubt but that the grievant tendered his resignation, and the notice given to the company was intended to convey the employee's intention to sever his relationship. The company did 'accept' his resignation. The employee having quit his job, the attempted reversal cannot be unilaterally made. The arbitrator views this case as one of simple and voluntary resignation. The grievance is denied."

When Can't You Fire An Employee For Stealing?

WHAT HAPPENED:

Four employees were suspected of stealing small tools. The company reported it to the Deputy Sheriff and asked him to interrogate the workers involved. While questioning them, the Sheriff promised the suspects that if they would return the tools, and confess, the company would not impose any serious penalty. The workers brought the tools back—and were promptly fired by the management. The workers took their plea to arbitration, stating:

1. We were promised leniency, and instead, we got the axe.
2. The stuff we stole were small items, and we didn't resell them to make money.
3. The company has previously been "forgiving" to others who have taken off with tools for their personal use.

4. Don't brand us "thief" for such a small violation. The company stood its ground on the basis that regardless of the size of the loot, stealing is a dischargeable offense.



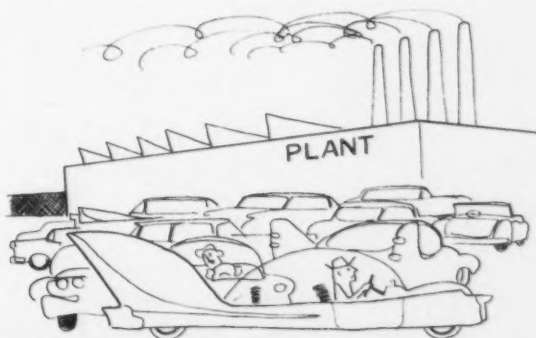
Was The Company:

RIGHT ☐

WRONG ☐

What Arbitrator Wilber C. Bothwell ruled:

"It is clear that discharge may be justified as a penalty for stealing, even when, as is the case here, it is a first offense. Theft is a very serious offense, and mutual confidence and trust are important in the relationship between employer and employee. Discharge has been sustained as a penalty for theft in many arbitration cases. The company has stated its policy to be to discharge an employee in a clear case of theft, even in the case of a first offense. The arbitrator must reject the contention of the union that the taking of small items from the company, for personal use of the employee, constituted a defense. Except for the promise of immunity from prosecution, which apparently secured the confessions, the arbitrator can find no serious objections to the action of the company, and would sustain the discharges. However because of this promise, and the fact that none of the employees had any previous discipline on his record, the arbitrator finds that the discharges were not for proper cause. The employees will be reinstated, but without back pay."

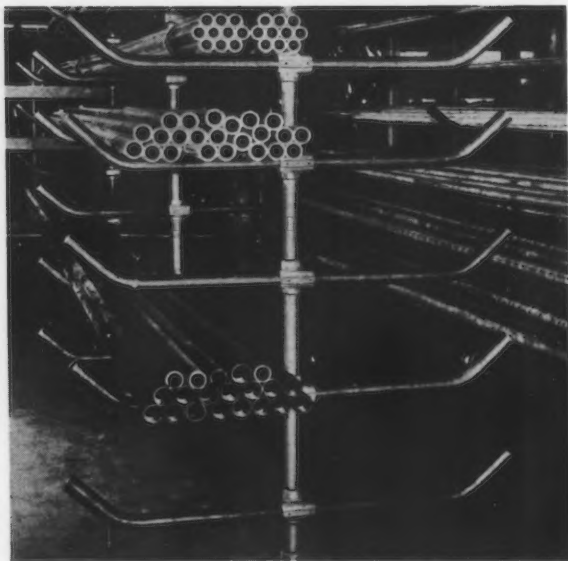


Must An Employer Supply Parking Space For Employee Cars?

WHAT HAPPENED:

When the police department started cracking down on street parking, and gave out lots of tickets, the employees of the company demanded that they be provided with a parking area inside the plant gate. In fact, they went ahead and filed a grievance to that effect. The management refused to process the grievance on the grounds that the demand for parking

Continued on page 16



Storage for top-rails and posts Simplified with a special fitting

If your warehouse or storage areas are cluttered with tubing, pipe lengths, rails and posts and you find it inconvenient and time wasting to get at these materials because your space is cramped, here are two illustrated ideas for getting rid of this headache.

Adjustable racks of all descriptions can be made easily and quickly to suit any purpose, in single double or multiple types. Held together with "Nu-Rail" or "Speed Rail" fittings made by the Hollaender Mfg. Co., Cincinnati 23, Ohio, all that's needed is a hex lock nut wrench and pipe from your own stock, plus the fittings.

Mutual Mfg. & Supply Co., a distributor in Cincinnati, Ohio, conserves space and speeds up handling of pipe, in an area 10 feet by 20 feet. This rack is made with Hollaender's "Nu-Rail" fittings and 3/4" pipe and provides storage for 70 items.



Neighborhood Chain Link Backstop

Most cities have areas due to irregular surveys that leave small spaces which are readily made into small diamonds for the small fry ball players. It is important during summer vacation to have plenty of safe ball diamonds to keep otherwise idle boys busy. A good looking permanent backstop of chain link silences any would be objectors and also gives permanence to the installation.



The Cedar Rapids, Iowa Park Department has erected many backstops at strategic spots throughout the city. The cost is little compared to the number of hours pleasure and entertainment it provides for boys athletic interests.

Chris Beck and son, of Walker, Iowa, set up the backstops for Iowa Steel and Iron of 400-12th Ave. S.E. in Cedar Rapids, Iowa. Realock Chain Link Fence by the Colorado Fuel and Iron Corporation's Wickwire Spencer Steel Division plant at Buffalo, New York, was the material used.

Right Or Wrong—Continued from page 15

space had nothing to do with wages, hours or working conditions. To prove its point the company agreed to have an arbitrator decide the matter. The employees claimed that their wages were affected because when they had to pay parking fines, their "take-home-pay" was less. They also claimed that their safety was in jeopardy because congested streets outside the plant made crossing into the plant hazardous.

Were The Employees: **RIGHT** ☐ **WRONG** ☐

What Arbitrator Mitchell M. Shipman ruled:

"Without minimizing it one iota, the arbitrator must dismiss the grievance. As the company correctly points out, he has no jurisdiction in the matter. He can only act where the Agreement establishes an obligation upon the company. Where, as here, the Agreement does not make it obligatory upon management to take the particular action which the union is seeking, the grievance then stands without Agreement support and must be dismissed. The umpire has not overlooked the safety or hazard argument which was urged by the union. To be sure, management has the obligation to maintain safe working conditions for its employees. This obligation is, however, confined to the conditions of work within the plant. Conditions which prevail outside the plant, however much they may be related to the physical and mental well-being of the employees (and parking may well be one of those conditions) are, nonetheless, not truly within the scope of the safety maintenance obligations of the company under the Agreement."



TWO-WAY GATE — opens at either end —

Designed primarily for use in stock yards and cattle farms where the flow, direction and sorting of cattle is a requisite. Mr. Hardy, the manufacturer, in the photos (above) shows FI's field reporter Jean Lyon how easy the device is to operate at both ends of gate.

The biggest advance in a decade in a stock gate is the Hardy Two Way Stock Gate Fittings, which opens the gate at either the left or the right end.

This innovation in the gate business, the two way gate takes its place among the progressive, modern achievements of the times. To busy men in stock yards and sales barns any labor saving, time saving, and practical devices are important. All stock yards in the shifting of cattle have at times bottlenecks. Gates in such situations must meet the need and be convenient as well. It is not uncommon to hear a man heading cattle into various pens say, "It is the first time I ever saw a gate that didn't open the wrong way."

When sorting cattle, for example, it is important that cattle not go the wrong way. The less cattle have to be moved and frightened the better for both the buyer and the seller. Thus an efficient gate system is essential. With these Hardy two way gates that open on either end equally easily, the sorting, and controlling of livestock is quick, simple, and much less involved.

The two way Hardy gate opens in the direction the flow of livestock is to be driven. It is readily adaptable because of this action as a stop to other lanes, than the one in use.

One of the features about this gate is that it is entirely flush or inset from the line of panels. When there are no gate ends projecting into the flow of livestock there is no bruised meat with its resulting loss.

The accompanying photos show the sturdy construction. The gate is so hung that when the weight of the gate permits the handle to go past dead center when closed, it locks itself.

Securely holding the operating handle in place, is a snap catch. As so often happens the safety catches on the gate permit a prompt resetting of the gate should someone open one end when the other end has been left unlatched.

The two way gate is adaptable to square or round posts. The gate that opens the right way and at the same time shuts off other lanes within the yard maybe is the answer to the stock yard or cattle farm's gate problem for the elimination of bottlenecks.

The animal that can be handled gently in its movements within the yard and that does not have to be turned or headed off saves time. This two way gate with its quick locking feature means that this pen can be closed off quickly and a resorting and rehandling is avoided.



BLESS THAT FENCE!

it President Roosevelt recommended the trade agreements program as a temporary measure in the hope that it would stimulate our exports. Congress passed it solely for that purpose and there is no evidence to indicate that anyone concerned thought they were setting up a program designed for perpetuity.

Anyway, its supporters contend that it has assisted our export industries. Perhaps it has, but let us look at a few facts.

In 1929, before the onset of the depression, total United States exports accounted for five per cent of our gross national product. In 1956, after 24 years of trade agreements, non-military exports accounted for only 4.2 per cent of GNP¹. Some how this does not strike me as stimulation.

I expect there are many here in Detroit who believe the trade agreements program has benefited the automobile industry. Again, in 1929 our exports of motor vehicles totaled more than 544,000 units. This was 10.1 per cent of U. S. production. In 1956 exports of motor vehicles accounted for only 368,000 units, 5.8 per cent of our total production.²

All in all I cannot convince myself that the Trade Agreements Act has been very effective in expanding our foreign markets. Even so, we are repeatedly told that we must reduce our tariffs and buy more so foreign countries will have the dollars to buy more from us.

This is the trade-for-trade's sake fallacy rearing its head. Our own Department of Commerce last October presented to the House Ways and Means Committee a paper titled, "The Role of Foreign Trade in the United States Economy." The gist of this paper was to the effect that, for the nation as a whole, the *fundamental role of exports is that of paying for needed imports*.

It acknowledged the importance of the immediate monetary earnings of those engaged in export, but then concluded, and I quote: "... but what exports contribute to the economic welfare of the whole nation is an efficient means of obtaining goods which are either not available here or are producible domestically only at total higher costs, in terms of human capital and natural resources than those of the exports exchanged for them."

¹Compendium of Papers on United States Foreign Trade Policy, House Committee on Ways and Means, page 24.

²1957 Statistical Issue, Automotive Industry, March 15, 1957, page 114.

If we can accept the validity of these economics—and I, for one, certainly can—then when we talk about importing more so we can export more, we are getting the cart before the horse and encouraging an artificial sort of exchange which, while it may profit the traders, constitutes no real economic gain.

But suppose we take the altruistic approach which is often a part of this argument—that foreign countries need more of our goods but lack the means to buy them. We say, "These poor people want our products but can't buy them. We must find some way for them to get the dollars."

I don't doubt this situation exists in some spots because I even know a few Americans who don't have the dollars to buy everything they want.

The records of the Department of Commerce quite clearly show that in recent years our foreign customers, in total, have had sufficient dollar balances to finance their trade with us. In the four year period from 1953 through 1956, other countries increased their holdings of gold and dollar assets by \$7 billion³. Even during the years 1955 and 1956, when foreign purchases of our goods were at very high levels, the annual surplus of foreign dollars receipts over expenditures was \$1.5 billion.⁴ While some of this increase may be in dollars we gave them, still the stubborn fact remains they preferred to retain our dollars rather than trading them for our products.

Thus, in the round, the dollar shortage seems to be more imagined than real. But what of individual countries? We must recognize that whereas, with the exception of a few quotas on agricultural products, tariffs have been our only means of attempting to equalize our labor costs with those of others, most countries of the world make use of a multiplicity of restrictive practices. Some of these have the effect of creating a sort of artificial dollar shortage. Others take an even more direct means of making the importation of American goods difficult, or even prohibitive.

For example, 62 countries require import licenses, 46 countries require export licenses, 33 countries require exchange licenses, 23 countries utilize multiple exchange rates, 16 countries have preferential exchange systems, 13 countries require advance deposits on imports—and so on and on.

Our imports from Brazil are second only to those from Canada, principally coffee and cocoa, which are on our free list. Yet since 1948 our

share of the Brazilian market has receded from a little over 50 per cent to less than 25 per cent. Our exports to Brazil have in the meantime been falling for she has used the dollars earned for purchasing in Europe.

Brazil has multiple exchange rates ranging from 18.36 cruzeros to more than 308 cruzeros to the dollar. Further, the government levies a tax of ten per cent on all foreign exchange and an additional surcharge of 25 cruzeros per dollar on exchange used for importing wheat, coal and publications.

Similar discouragements to trade can be found at every turn. Britain allows only token imports of many American products. For example, the annual U. S. quota for motorcycles is only 50 units. Greece has import duties on canned goods as high as 200 and 300 per cent of CIF value. Indonesia has import surtaxes, according to category, ranging up to 175 per cent. To import a \$2,500 American automobile into Chile the buyer must pay a duty of 200 per cent—\$5,000—and make an advance deposit with the government of \$15,000. Thus the car costs him \$7,500 and he has to tie up twice that amount while waiting for it.

And we complain about the price of automobiles here!

Considering all these things, plus the fact that we have reduced our tariffs on the average, by 75 per cent since the end of the '20's I do not see how the United States can be accused of impeding world trade or that further broad reductions under trade agreements would accomplish the stimulation that seems to be desired. I do see inherent hazards to our own economy.

Let me make it clear at this point that I do not advocate tariff schedules that will protect inefficiencies in American production, nor do I advocate duties that will prevent foreign goods from competing in the American market.

I do advocate schedules that will equalize production costs so American producers will have a more even break in the competition and I have no reticence about my conviction.

The free trade theory is based on the premise that the most efficient producer should supply the commodity. But there is a vast difference between true efficiency and cost of production in terms of U. S. dollars.

³Compendium of Papers on United States Foreign Trade Policy, House Committee on Ways and Means, page 24.

⁴Ibid.

Continued on Page 28



REDWOOD FENCES

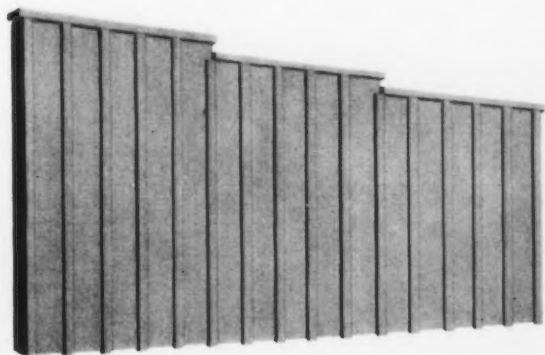
A pictorial approach to good fence designs as recommended by the California Redwood Association.

The use of redwood in fences has brought to many people a new appreciation of this versatile material. The exceptional beauty of color and grain is a major reason for its popularity. Equally important are the economy and durability of Garden Redwood.

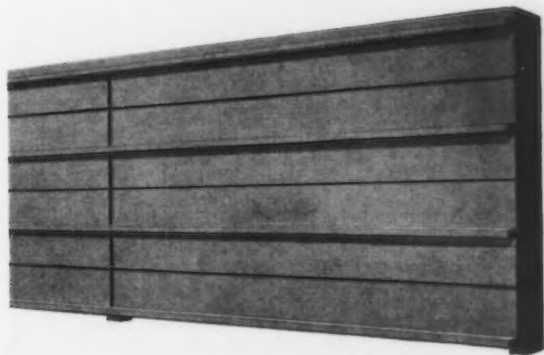
The reddish-colored heartwood of redwood contains extractives which protect against decay and the attack of insects. It is important to use only an all-heart grade when there is danger from either of these sources—particularly where the wood will come in contact with the ground.

Be sure to plan the height of the fence and the spacing of the posts to conform to standard lengths of lumber, available from your supplier. Short and medium lengths may prove easier to handle and more economical. Corner, end, and gate posts should be put in first; these are generally 4x4's or double 2x4's. Posts should be planted to a depth equal to half the height of the fence.

Fastenings used should be as durable as the redwood fence. Aluminum or hot-dipped galvanized nails are recommended. Redwood holds paint or natural finishes exceptionally well, but will weather gracefully if left unfinished.



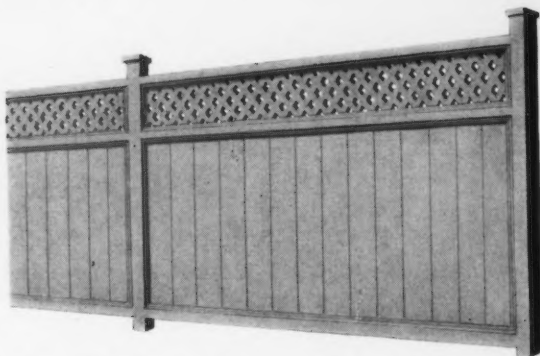
Board and batten, a favorite in redwood sidewalls, is particularly suited to contemporary fence design. Stepped height follows contour of site and adds visual interest.



Use of spacers breaks up uninteresting flat surfaces of a solid fence. Shadow lines are formed by placing 1 x 2 spacer strips between every other course of 1 x 6 boards.



Redwood Fences—Continued



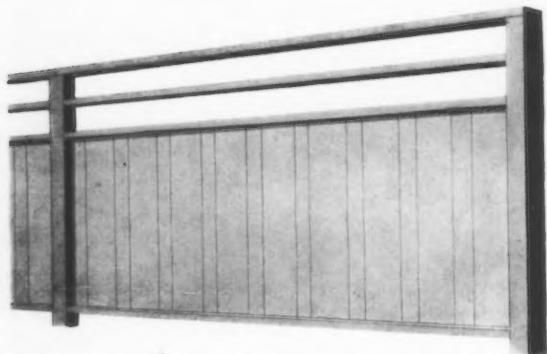
Solid fence of boards laid up vertically is topped by lattice pattern, creating impression of lightness. Lattice area also allows for diffusion of breezes, sunlight.

Picket fence is traditional favorite which allows great latitude in choice of patterns. Distance between pickets is usually equal to width of a picket.

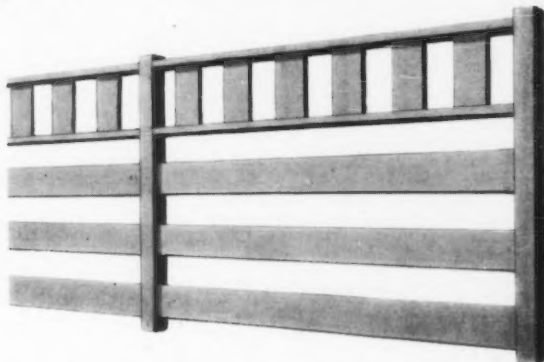


Boards are spaced alternately on either side of frame in the board-and-board design, and presents same appearance on each side. Redwood lumber in garden fences may be smooth

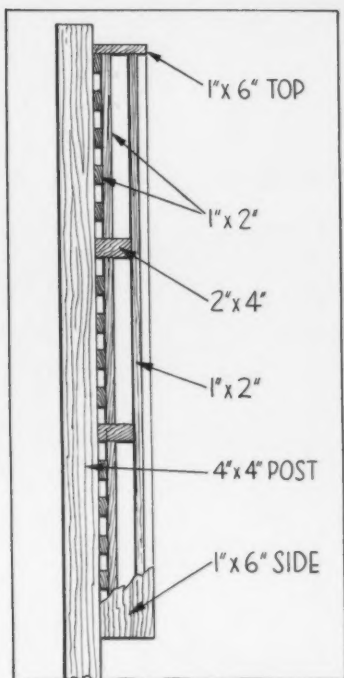
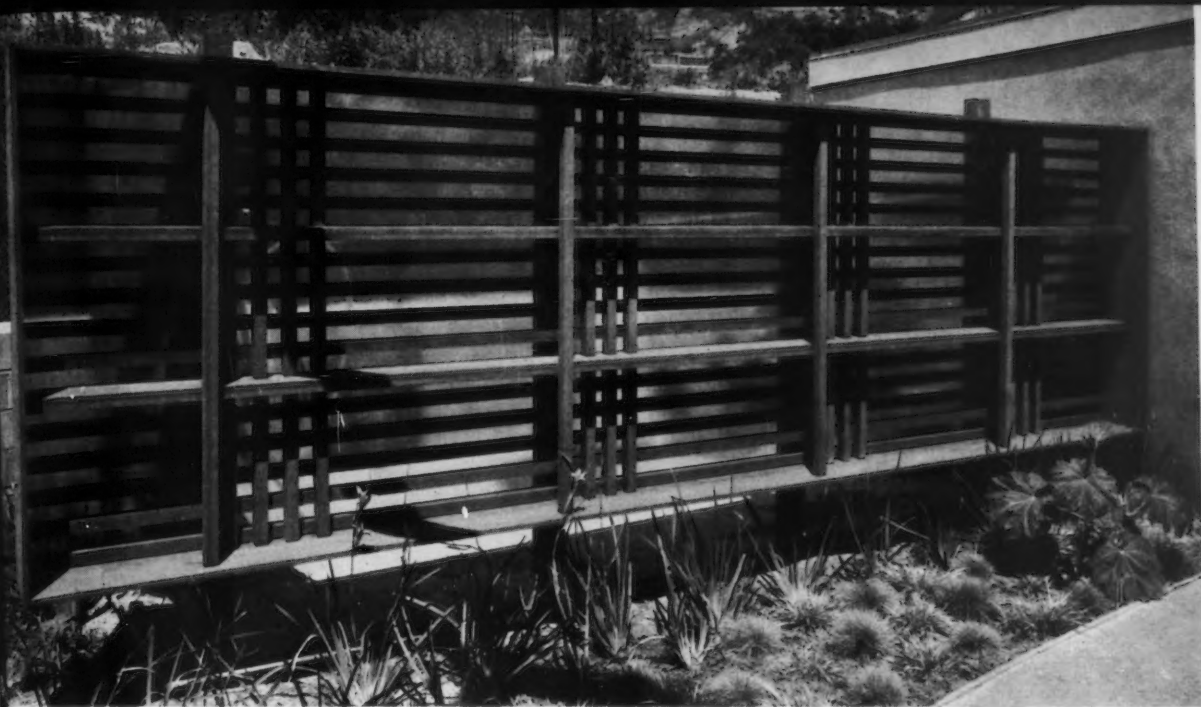
surfaced, or may have a rough, or resawn face. In addition to the charm of the rustic effect with a rough or resawn face, the finish-retention ability of this type of surface is considerably greater.



A solid board fence can be improved visually by using random, or alternating, board widths and by opening up a portion with spaced horizontal rails.



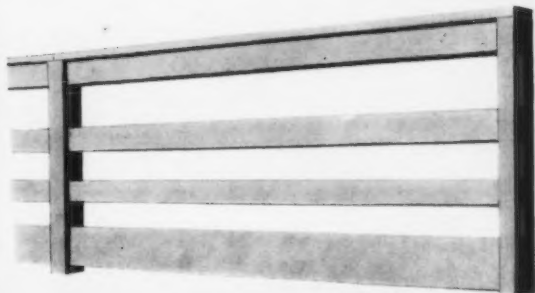
Open design, free passage of breeze and sunlight, are characteristic of the steeplechase fence shown above, taking its inspiration from country fairs and horse shows.



Picture above and diagram to left show novel approach to attaining decorative textural and structural effects along with achievement of complete privacy the full extent of fence.



2 x 6 boards here form a lattice fence that is somewhat more substantial in appearance than the conventional garden lattice. In addition to the decorative value of the fence itself, this type can become an attractive privacy screen by employing plantings of various types of flowers, shrubs or climbing vines.



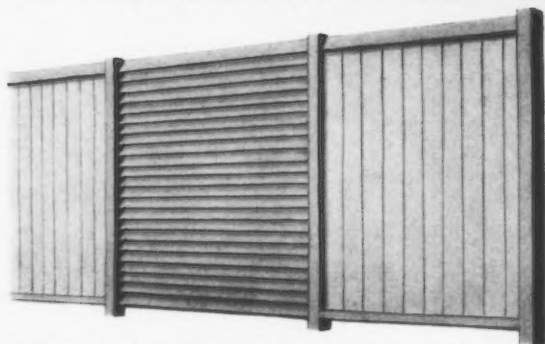
Split rail fences used in pioneer times as boundary markers evolved into this post and board fence which is traditional in many parts of the country.



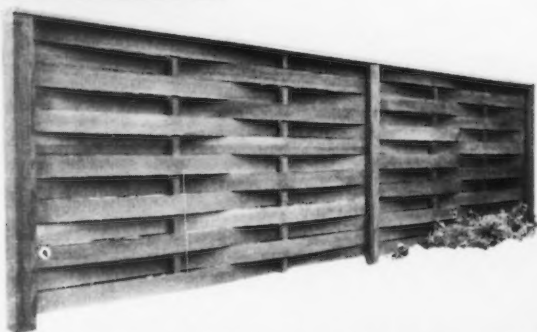
Redwood Fences Continued

Closely set vertical louvers form a fence which is nearly as solid as a plain board fence, but with a more interesting appearance. Louvered fence should be planned with the "blind" side toward public traffic—generally set at an angle of 45° . First emplace posts, then attach top and bottom rails. Nail the vertical louver boards in place, driving through top rail and toenailing at bottom rail. Use template to keep spacing and angles between louvers constant.

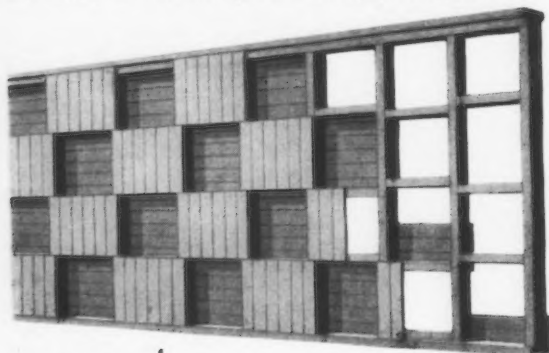
For brochures or information write
California Redwood Association,
576 Sacramento St., San Francisco 11, Calif.
or Circle Service Card No. 111.



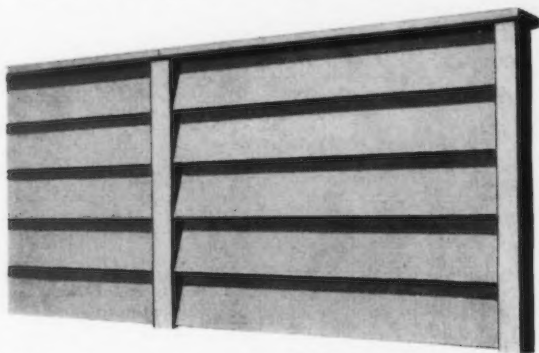
Alternate panel fence relieves the monotony of a long fence. Panels may be of equal or unequal width. Pieces may be all flush faced, or alternate panels louvered, as shown.



Good shadow lines are found in the basket-weave fence, made by weaving thin strips or redwood around spacers, either butting them into posts or nailing directly to sides of posts.



Here short 2 x 4s are toenailed to posts, forming square frames. Alternate frames are faced with short lengths of 1 x 4's laid vertically on one side of fence, horizontally or other.



Popular louver pattern may also be handled horizontally. This type of louver construction assures complete privacy, and controls strong cross winds.

FENCE POTENTIAL BIG IN ALABAMA

by Wendell R. Givens

A small investment in fence materials five years ago has grown into a thriving enterprise for a hardware supplier in Birmingham, Alabama—in metal and wood.



Hackney Hardware introduced redwood fence in the Birmingham area. R. B. Jones, manager of the fence department, poses by a Hackney-built fence.

Indicative of the rapid rise of the fence industry in the Southeast is the record of Hackney Hardware and Supply Co., 719 Graymont Ave., N., Birmingham, Ala.

Five years ago Cecil F. Hackney's hardware store, with some reluctance, invested \$700 in fence stock. At the time, the store had three employees and specialized in nut and bolt sales.

Today 80 per cent of the store's total business is fence sales. The company has 30 employees, ships fence supplies to 30 states, makes its own gates and fittings, and expects to top \$400,000 in fence trade alone this year.

"We moved into a vacuum when we entered the fence business," related Mr. Hackney. "There were no major suppliers of fence in this

area. We sold fence for a home occasionally and bought our gates from an erecting contractor, R. B. Jones, who made the gates by hand in his spare time.

"He foresaw the potential business for a fence company that made its own gates. We hired him to do our erecting, and he talked the store into buying a hydraulic bender. Business picked up and we expanded. We made revolving wiring-up tables and developed jigs to make square frame gates."

All the improvements were made in a fence yard and shed adjacent to the hardware store.

Soon realizing the advantage of having fittings readily available, Mr. Hackney prevailed upon a nearby stamping company to produce a line of steel fittings. A few

months later a partner in the stamping company retired and Mr. Hackney leased the plant. He now makes all the fittings his own plant requires and sells them in large volume.

The company also operates its own die shop, with a die casting machine, lathes, two shears, a brake and 23 punch presses. By shearing its own steel stock, the plant is able to buy sheets of steel, rather than the more expensive strips.

Most Hackney fittings are steel, but the company makes some aluminum parts.

Mr. Hackney often sells fittings to the plants from which he buys chain link fence, because, he points out, most wire companies sell fittings mostly as a service, often making only a small profit on them to get the fence orders.

Continued page 26



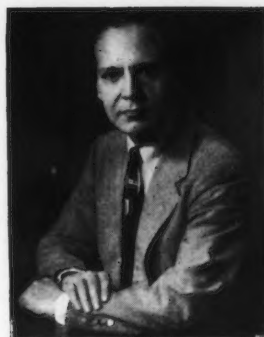
Soon after entering the fence business, the Hackney company began making fittings and gates and now ships to 30 states.



Owner Cecil Hackney of Hackney Hardware and Supply Co., discusses fence with a customer.

THE LOWDOWN ON SBA LOANS

by Larston D. Farrar*



In order that our readers may become better informed concerning the loan policies of the Small Business Administration, this magazine commissioned Larston D. Farrar, noted Washington business writer, to interview SBA officials, and to give us their *verbatim* answers. Here is the result.

QUESTION — What type or types of loans are available from the Small Business Administration, and what businessmen are eligible?

Answer: Small Business Administration loans are available to small companies in the manufacturing, wholesaling, retailing, and service fields. Publications, as such, are barred from SBA loans, and so are drive-in theatres, but four-walled theatres are eligible for loans.

There are four types of SBA loans. These are: (1) participation; (2) direct; (3) Limited Loan Participation, and (4) disaster.

A "participation" loan is one made jointly by the Small Business Administration and banks or other private lending institutions. Two-thirds of the Agency's loan approvals are in this category. In many cases of bank-participation on loan agreements, the bank will assist the potential borrower with the filing of the loan application. If not, the potential borrower should visit one of the SBA field offices, discuss his financial need with a financial specialist and obtain the proper loan forms.

A "direct" loan is one in which there is no bank participation. All of the funds are advanced by the Government. It is the policy of the SBA to make direct loans only after the possibility of negotiating a bank-participation agreement has been exhausted. The SBA will **not** make any type of loan, direct or participation, until the potential

borrower has tried, unsuccessfully, to obtain a regular bank loan. By law, the Small Business Administration can make loans to small firms only when financing is not otherwise available to them on reasonable terms. The small business owner therefore should first seek a needed loan from his local bank, or other local source of financing. If the private lender will not make the loan by itself, but is willing to do so if the SBA agrees to participate in it, the business man may apply for a bank-participation loan. If the bank will not make a loan even with the Small Business Administration participation, the businessman then may apply for a direct loan from the SBA. His application **must** be accompanied by a letter from the bank stating that it is unable to make the loan. If the businessman's firm is located in a city of 200,000 population or more, his application to the SBA must be accompanied by letters from two banks stating that they cannot grant the requested loan.

A "Limited Loan Participation" loan is designed especially to assist small retailers, wholesale distributors and service establishments, although other types of business loans are also available to them. As a rule, small concerns in these fields have very little in the way of tangible collateral which they can pledge for a loan. However, they often have a good earnings record,

competent management, and a creditable record with local banks for meeting their obligations. Under this plan, the SBA will participate with a bank in a loan to a firm up to a maximum of \$15,000, or 75 per cent of the total amount of the loan, whichever is the lesser. Generally, the participating bank's share in the loan must represent additional exposure on the part of the bank equal to not less than 25 per cent of the total amount of the loan. The maximum maturity on Limited Loan Participation agreements is five years. Maturity of other types of SBA loans may be as long as 10 years. The method for obtaining a Limited Loan Participation agreement is the same as for any other type of bank-participation loan.

A "disaster" loan is made to businessmen, home-owners, and individuals, in areas designated as "disaster areas" by the President. These are low-interest loans — three per cent — made to tide over those stricken by disaster until they can get on their feet. Strictly speaking, any citizen in a disaster area can get a disaster loan, if he can show that his difficulties are due primarily to the flood, hurricane, or other disaster which has struck the area.

*Larston D. Farrar is a noted Washington business writer. He is the author of the successful, top selling Signet Book, **WASHINGTON LOWDOWN**. He is also the author of thousands of articles which have been published in magazines during the past 17 years. He is an authority on the Washington scene.

Continued next Page

QUESTION — Do I have to show evidence that a private lending institution has refused the loan?

Answer: By law, the Small Business Administration can make loans to small firms only when financing is not otherwise available to them on reasonable terms. The small business owner therefore should first seek a needed loan from his local bank or other local source of financing. If the private lender will not make the loan by itself, but is willing to do so if the Small Business Administration agrees to participate in it, the businessman may apply for a bank-SBA participation loan.

If the bank will not make a loan, even with the Small Business Administration participation, the businessman then may apply for a direct loan from the Small Business Administration. His application must be accompanied by a letter from the bank stating that it is unable to make the loan. If the businessman's firm is located in a city with a population of 200,000 or more, his application to the Small Business Administration must be accompanied by letters from two banks stating that they cannot grant the requested loan.

QUESTION — Is it any easier to get a Small Business Administration loan if I can arrange for partial private financing?

Answer: Naturally, if a local bank, which is familiar with a small firm's credit record and its day-to-day operations, is willing to share in a Small Business Administration loan to the firm, this helps to assure the Agency that the loan is a good risk. Further, since the bank has done more of the necessary credit investigation before the loan request is submitted to the Small Business Administration, the Agency usually can process this type application more quickly.

QUESTION — What are the maximum amounts available to me?

Answer: The amount which you may borrow from the Small Business Administration depends upon how much you need to carry out the intended purpose of the loan. However, under the Small Business Act of 1953, which created the Agency, the largest loan the Small Business

Administration can make to any one borrower is \$250,000. This is the maximum both for a direct Agency loan and for the Agency's share of a participation loan.

The Small Business Administration is authorized to make loans of more than \$250,000 to groups of small firms which have formed a corporation to produce or obtain raw materials or supplies. In the case of these so-called "pool loans," the maximum amount is \$250,000 multiplied by the number of small firms which have formed the corporation.



Wendell B. Barnes, Administrator,
The U. S. Small Business Administration

There has been a marked increase in loan applications received by the SBA, . . . a result in part from a tightening of private credit and more widespread dissemination of information about the agency's lending service.

Since the inception of the Small Business Administration in September of 1953, the agency has approved 9,969 business loans (to May 29, 1958) totalling \$466,173,000. Apart from some \$75,000,000. paid out by the SBA as disaster loans.

QUESTION — What are the terms of repayment on a loan?

Answer: The Small Business Administration's business loans generally are repayable in regular installments, usually monthly including interest on the unpaid balance.

General business loans may be for as long as 10 years, loans under the limited loan participation plan for a maximum of 5 years, and pool loans for a maximum of 20 years.

The interest rate on the Small Business Administration's direct business loans has been set by the Agency's loan policy board at 6 per cent per annum. In participation loans, the private lender may set the rate of interest on the entire loan, provided it does not exceed

6 per cent per annum. The interest rate on the Agency's pool loans is 5 per cent per annum.

QUESTION — Do I need Government contracts to be eligible for a loan?

Answer: Not at all, although of course the Agency does make loans to small firms which need working capital to carry out Government contracts.

QUESTION — How long must I wait, normally, for action on a loan?

Answer: The Small Business Administration acts promptly on all applications, and in most cases a decision can be given within about three weeks. However, the time required to process a particular application depends in part upon the care with which the businessman has prepared his loan request, the completeness of the information he has furnished, and the amount of work necessary for the Small Business Administration to give full consideration to all elements of the application.

As pointed out previously, the Agency generally can act more quickly on an application for a participation loan than on one for a direct loan, since the bank provides the Small Business Administration much of the necessary credit information.

QUESTION — How can I determine whether I qualify as a small business?

Answer: There are two important considerations here. First, as defined in the Small Business Act, your firm must be independently owned and operated and not dominant in its field. Second, you must meet the Small Business Administration's criteria in regard to dollar volume of business. In general, the Agency classifies a wholesale concern as small if its yearly sales are \$5,000,000 or less, and a retail or service trades firm as small if its yearly sales or receipts are \$1,000,000 or less.

QUESTION — What sort of records and information will I need to present?

Answer: In considering an application for either a participation or a direct loan, the Small Business

Continued next Page

Continued—Lowdown on SBA

Administration will want the same kind of information that a bank needs when weighing a loan request. The Agency will want to know the proposed purpose of the loan; your financial condition; how you propose to repay the loan, and the available collateral.

QUESTION — Where do I go to apply for an SBA loan? Whom do I see?

Answer: As indicated, you should first see your local bank about a bank loan, or a bank-Small Business Administration participation loan. If the bank cannot extend the financing on its own, or in participation with the Small Business Administration, you may then apply to the Agency for a direct Government loan. The local bank most likely can give you the address of the nearest of the Small Business Administration's 37 field offices, which are located in major business centers across the nation. Or, if you live in or near a large city, you might check the "U. S. Government" section of its telephone directory to see if a Small Business Administration office is located there. Of course, if you prefer, you can obtain the address of the nearest field office through written inquiry to the Small Business Administration, 811 Vermont Ave., N. W., Washington 25, D. C.

QUESTION — Can I use part of an SBA loan to pay off a first mortgage against my place of business? Can I use part of such a loan to liquidate other indebtedness against my business?

Answer: In general, the SBA will allow the use of proceeds of one of its loans to pay off a first mortgage against a property only when the mortgage has already been substantially repayed and only a relatively small part of it remains due. In such cases the funds may be used to pay off the first mortgage holder and the Small Business Administration will then take a first mortgage as collateral. If the prospective borrower has a first mortgage on his property that has a long time to run and is on favorable terms the Small Business Administration will not advance funds to pay it off.

Many of the business loans approved by the Small Business Ad-

ministration are used to pay off various types of indebtedness that the businessman has incurred. It is often advantageous to the borrower to consolidate all of his debt obligations in this manner.

QUESTION — Is it possible, instead of obtaining a formal written refusal from a bank or insurance company, that I can have a real estate broker furnish a letter to the effect that specific banks and insurance companies have refused to accept a mortgage loan against my business property?

Answer: No. The Small Business Administration requires that the prospective borrower first visit his bank of account and discuss the possibility of obtaining a private loan before he can apply for a Government loan. In larger cities he is required to try to obtain the funds from one other bank in addition to his bank of account.

QUESTION — How far back should I be required to submit an operating statement?

Answer: Detailed financial statements covering at least three years of operation are usually required, and in some cases the Small Business Administration may ask for statements covering the past five years.

QUESTION — Can I make a loan to improve my business structure, expand it, re-equip it and renovate it, or otherwise to make it more modern?

Answer: Yes. Many Small Business Administration loans are made for these purposes. Loans are made by the Small Business Administration to finance business construction, conversion of expansion; to finance the purchase of equipment, facilities, machinery, supplies or materials, and to supply working capital.

QUESTION — If I am turned down by a regional office, can I appeal to the Washington headquarters office?

Answer: It is not necessary to make such an appeal since regional offices, while they have the authority to approve the smaller Small Business Administration loans, do not have authority to decline them

— they can only recommend to the Administrator in Washington that they be declined. Such loans are always reviewed in Washington. When a loan application is declined by the Washington office, the businessman may appeal for reconsideration if he can show that he can successfully overcome the objections that the Small Business Administration had for refusing the loan.

Potential In Alabama— Continued from Page 24

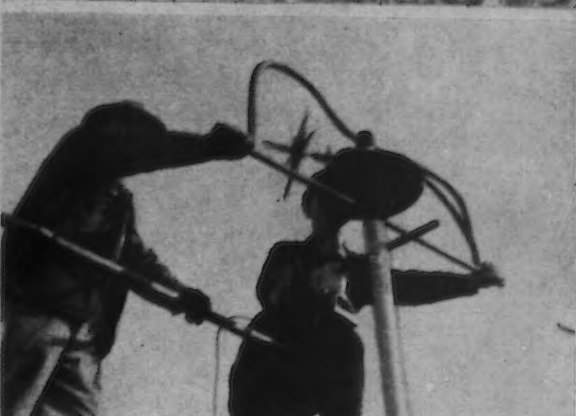
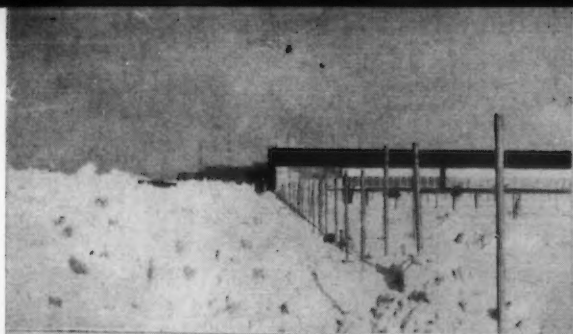
Until this spring, the Hackney plant did its own erecting, but the company had expanded so that Mr. Hackney sold all his equipment to erecting contractors. The company now passes all leads on home jobs to two fulltime commission salesmen, who operate independently out of the Hackney plant. The company still bids on all commercial and industrial jobs and handles all wholesale business, which is 80 per cent of the total volume.

Mr. Hackney buys steel from two Birmingham plants and chain link fence from various companies by the carload.

The Hackney store introduced redwood fence in the Birmingham area. Mr. Hackney believes the potential is great for redwood, too. His company wholesales it and bids on home jobs. Erecting contractors set the posts and Hackney carpenters finish up.

Having seen the tremendous potential in fence sales, Mr. Hackney is encouraging hardware stores, especially in small towns, to get in on it. He points out to the small town storeowners that they can buy fence by the job, rather than keeping a large stock, and regular store employees can erect it more economically than can a dealer in a distant city.

Mr. Hackney was particularly pleased to learn of the publication of Fence Industry Trade News. "After we decided to get into the fence business," he recalled, "it took us four years and numerous out-of-state trips to get the information we needed. We didn't know who sold what, or where. Eventually we found most of what we needed right in our own back yard. But such a magazine would have saved us time and money. Even so, we figure it will still be a tremendous help to us and to the industry as a whole."



CANADIAN FENCE ERECTOR tackles rugged jobs—USING "OLD RELIABLE '48" Fargo Fence truck.

(Top Row) Winter fence job at TCA airport, Winnipeg. 576 Car parking lot. Ready to pour with frozen concrete application after the snow blowers pass. Used Dosco materials. (Second Row) Cutting high post in undulating fence line with our self designed portable electric pipe cutter. Weighs 22 pounds with motor. Vicinity tower 4 and Golden Ears Mountain. (Third Row) Reclaiming for a re-erection installation and here's our '48 Fargo. It has been beating a track from Ontario to

British Columbia. Loads platform, winch, boom, generator, wire, reeling devices, boring tools, materials and is dualled for sand. (Bottom Row) Six miles of fencing for Vancouver Island Arsenal. Whacking timber, bush, outcropping of rock, swamp, hardpan, sand and gravel . . . one of our installations completed for the Wyatt Construction Company.

On the scene photos submitted by A. M. Lewis, Lewis Construction, 1203 McMillan Ave., Winnipeg 9, Manitoba, Canada.

You cannot tell me that low wage scales are a mark of efficiency. Nor can you tell me that governmental subsidization of exports represents efficiency. Quite the opposite. One of the reasons for the foreign worker's lower wage scale, and lower standard of living, is that he is less productive. This may not be his personal fault. He may actually work harder but with inferior tools. But any way you slice it he is less productive and therefore less efficient.

The hooker is that while he may, let us say, be 50 per cent less productive his wage may be only 25 per cent of the American worker's. Simple arithmetic then reveals that while the product is less efficiently produced it has none-the-less been produced at half the cost of the American product in terms of U. S. dollars.

If, then, we do not equalize this imbalance by means of an appropriate import duty we are tending to drive the efficient American producer out of business while we encourage the less efficient foreign producer.

This contradicts the very essence of the free trade goal and I cannot for the life of me see where it makes economic sense.

In our own country we have the Fair Labor Standards Act. Among other things it denies the sale in interstate commerce of the goods of employers who pay substandard wages or provide substandard working conditions. Is it conceivably fair that we allow to foreign employers access to markets that we deny to our own nationals? The proponents of lower tariffs are, in effect, suggesting that we do just that—that while we have outlawed the sweatshop in America it is perfectly moral and businesslike to buy from the sweatshop of Europe or Asia or South America.

This leads me to note that comparative costs of production are not entirely a matter of technology, productivity and labor-management bargaining.

Since 1934 we have had the Fair Labor Standards Act, the Social Security Act, the Wagner Act, and the Walsh-Healy Act.

All of these have added to our costs of production and our productive machine has further borne a constantly rising tax burden.

I am not criticizing or complaining about these things. I am saying that they are economic facts of life which must be recognized as influencing our competitive position in relation to other countries. We have placed certain burdens upon ourselves because we felt it to be in

the public interest. Is it unfair to ask that we be protected against those who do not bear similar burdens?

Well . . . I wonder how many of you are driving 1934 automobiles. Our government is driving one. We have been tinkering with, and patching up this 1934 model tariff law over all these long years. And now we are being asked to put another set of retreads on it.

Instead of buying a new set of tires for a 1934 car is it not now time we went shopping for a new 1958 model?

Early this month the American Tariff League released a 100-page analysis of our position with regard to world trade, together with recommendations for a program for the future. I concur with those recommendations and would like to mention just a few of them.

One was that the Tariff Commission be increased from six members to seven and that it then prepare a comprehensive revision of our entire tariff and foreign trade regulatory structure. We talk about "reciprocal" trade agreements, but the study points out that because of our multilateral agreements under GATT a rate reduction in a trade agreement with one country is extended to all whether or not they have any agreements with us and whether or not they have made any reciprocal concession on our exports. One objective of the revision would be to remove these inequities.

It further recommends that consideration be given to the institution on an incentive, or sliding scale, tariff system which would recognize and reward countries which improve the living standards or wages of their workers.

In effect this would mean that we would have varying rates of duty for similar items originating from different countries. Thus imports from Canada, for example, because of her high living standards would come in duty free or at very low rates. In fact, we might well expect completely free trade with Canada within a reasonable period of years. In general, on the contrary, items originating in low-wage countries would carry higher rates of duty.

Now, someone will call this discriminatory, and I can't argue the point. But I will point out that under our present agreements through GATT, and our "most favored nation" clause, we are *now* discriminating against the *higher wage* countries.

If we are committed to an objective of raising world living standards—and I assume we are—then it seems to me we are now going about the thing backwards. A uniform duty, regardless of origin, tends to encourage the sweatshop and place the high-wage producer at a disadvantage.

In any event, this sliding scale structure would also tend to accomplish the objective of "equalizing" foreign costs with domestic costs in our marketplace.

The study also recommends that the Tariff Commission, as an agent of Congress and subject to Congressional review, should have the task of classifying, defining and setting rates of duty in accordance with basic standards set by Congress and with the advice of various executive departments and agencies such as the Departments of Commerce, Treasury, Interior, Labor, Defense and State.

It recommends that special provisions be made for use of the tariff to prevent dumping, to offset the use of a foreign bounty or subsidy on exports to the U. S. and as a penalty for unfair import practices. It, of course, proposes that the Tariff Commission should keep all items under review and make adjustments as necessary to meet changing situations.

One of the reasons we do so much arguing over tariffs and trade is that we are seeking means to help other countries, and particularly the newly developing countries, to strengthen their economies. Private American capital could be a potent force in this objective and in some cases already has been. Under proper conditions it could replace much of our aid to foreign governments.

It would seem to me a good idea for some government agency to take this idea in tow and see what things can be done, internally and externally, to encourage private foreign investment. Vice President Nixon touched on this some weeks ago in San Francisco, so perhaps something will be done. I sincerely hope so.

And, if so, this is one further reason for taking a long look at our tariff structure, because I should not like to see us encourage American producers to go abroad simply for the sake of exploiting low-wage labor and importing their production back into the United States. This is truly the exportation of jobs and it will happen as surely as the sun shines if, by our policies, we make it sufficiently attractive, or worse yet, make it necessary to business survival.

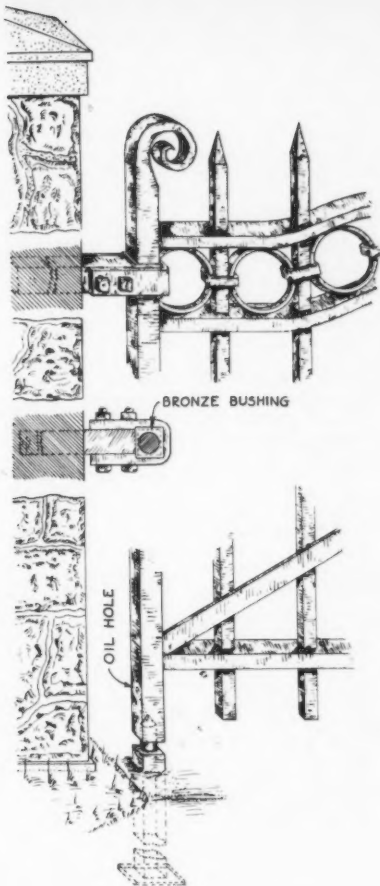
Iron Fence Features ...

The details are important business with Stewart. Seventy-two years of fence building gives this firm's products the qualities to be compared to precision watchmaking.

The Editors of Fence Industry have put the spotlight on the ornamental iron fence features appearing in the catalog of The Stewart Iron Works Company of Cincinnati 1, Ohio. Presented on this page are some of their manufacturing processes.

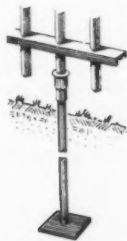
Stewart recommends the following to its customers: For the finest finish possible and to prolong the life of iron fences and gates have the materials shotblasted, followed by a protective prime coat of zinc chromate and then a shop coat of black paint prior to shipment.

A second catalog of the Stewart Iron Works Company is a noteworthy achievement and concerns their chain link wire fences and products.



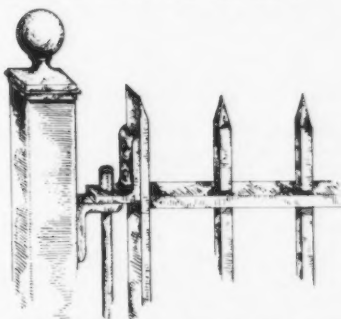
HINGE DETAILS

Eye-and-socket hinge construction. Upper hinge equipped with frictionless bronze bushing, and socket is ball type of hard steel. Oiling provision at pivot assures easy operation.

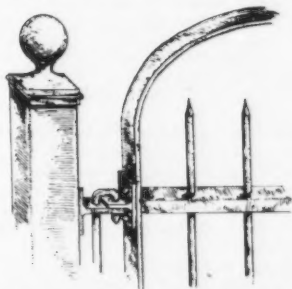


CENTER SUPPORT

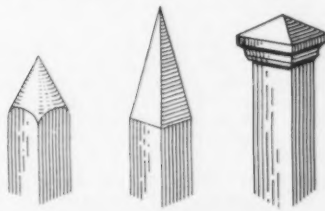
Detail of cup stud center support, used under the center of a fence panel prevents sagging and keeps it in line. Support may be set in the ground or a small concrete footing at the proper depth, so that the center picket of the panel can rest in the thimble. Support can then be raised or lowered by turning the vertical rod which is connected to the anchor plate by thread adjustment. For wall setting, center picket of each panel is extended 1" into wall.



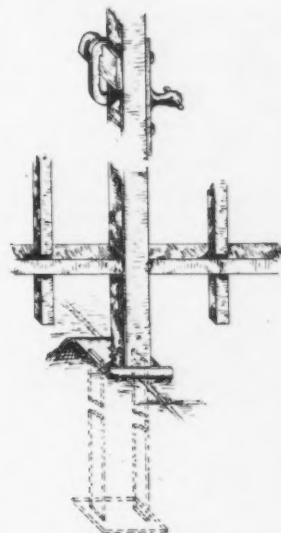
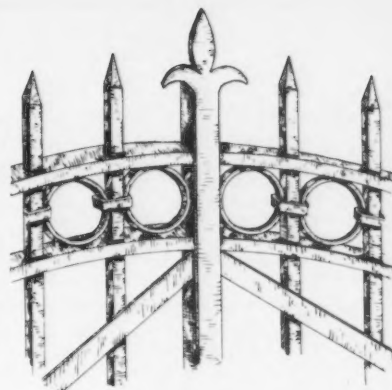
Type of hinge construction used on lightweight walk gates—with self-closing feature.



Type of hinge construction used on medium weight walk and drive gates.



PICKET TOP FINISHES



LATCH DETAILS

Detail showing center lift latch arrangement and center gate stop. Locked position accomplished by $\frac{3}{8}$ " slide bolt engaging center gate stop.

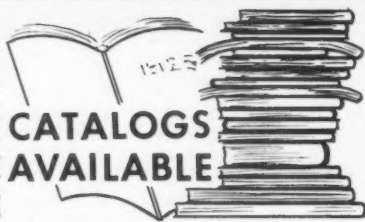


SLIP-OVER CONNECTION CAPS

Detail of slip-over connection for Oval-Back I-Beam Line Posts. Slip-over connection hides ugly rail ends, provides for lengthwise adjustment as well as expansion and contraction, while the set screw arrangement allows the connection to be raised or lowered for adjustment.

For additional information circle Service Card No. 112

A comprehensive guide, listing services and products offered by manufacturers, distributors and importers. In many cases incomplete products listings are presented due to space limitations. Nevertheless, a representative listing of products is given in order to acquaint the reader with the general type of merchandise each concern handles. **THOSE DESIRING TO SECURE COPIES OF THESE CATALOGS SHOULD WRITE ON THEIR BUSINESS LETTERHEAD DIRECT TO THE COMPANIES NAMED, MENTIONING FENCE INDUSTRY or by using the BUYERS SERVICE CARD appearing in this issue.**



Manufacturers and wholesalers are invited to send their catalogs or brochures to the CATALOG EDITOR.

THE RIDGE TOOL COMPANY, Elyria, Ohio. 26 Page catalog listing pipe tools, wrenches, wrench parts, pipe reamers, threaders, geared pipe threaders, tubing cutters, cutter wheels, bench, post and stand yoke vises, screw extractors, drills, etc. Circle No. 51 on Buyers Service Card.

TENNESSEE FABRICATING CO., 1490 Grimes St., Memphis, Tenn. Numerous catalogs and brochures listing decorative ornamental iron products. Ornamentation, numerals, weather-vanes, railings, columns, outside lamps, fences, etc. Circle No. 52 on Buyers Service Card.

THE CHARLES HESS CO., 1000 E. 46th St., Brooklyn 3, N. Y. Catalog pages listing hook bolts, anchor bolts, U bolts, tie rods, continuous thread steel rods. Includes prices and other data. Circle No. 53 on Buyers Service Card.

J. R. QUAID, INC., 3131 Franklin Ave., New Orleans 22, La. Numerous catalogs and brochures listing chain link fence, fittings, fabrics and parts. Includes all types of installations, gates, gate frames, rail, post, gate latches, scrolls, sleeves, ornaments nuts and bolts, post hole diggers and fence tools, hinges, fence signs, ornaments, aluminum wire and practically all items required for fence erecting in metal. Circle No. 54 on Buyers Service Card.

MACGILLIS & GIBBS CO., Milwaukee 2, Wis. 4 Page four color brochure describing "Nor-Craft" wood fences. Numerous styles shown and methods of setting. Circle No. 55 on Buyers Service Card.

LAWRENCE BROTHERS, INC., Sterling, Illinois. 18 Page catalog listing strap and t-hinges, hasps, hasp hooks and staples, offset hinges, half surface hinges, bolt hooks, screw hooks, screw hook and eye hinges, etc. Circle No. 56 on Buyers Service Card.

SUPER-GRIP ANCHOR BOLT CO., 3333 N. 22nd St., Philadelphia 40, Pa. 36 Page catalog listing steel anchors, anchor bolt assemblies, galvanized sheet metal sleeves, hook, loop and pipe bolt assemblies, eye bolts, tapping tools and anchors for concrete, etc. Circle No. 57 on Buyers Service Card.

STANDARD STEEL & WIRE CORP. OF N. Y., 745 5th Ave., New York, N. Y. 10 Page catalog listing wire and wire products for use in the fence field. Chain link fabric, in aluminum and steel, barbed wire, etc. Circle No. 58 on Buyers Service Card.

W. & H. MANUFACTURERS, Nebraska City, Neb. Catalog pages and brochures listing firm's "Jiffy Clip" electric fence post insulator fasteners. Circle No. 59 on Buyers Service Card.

MCKINLAY WATSON & CO. LTD., 2209 Fordham St., Hyattsville, Md. Catalog pages describing firm's "Colorlink" fence fabrics and the 10 color styles manufactured for the trade. Circle No. 60 on Buyers Service Card.

CONCORD WOODWORKING CO., 10 Beharrell St., West Concord, Mass. 4 Page brochure for dealer imprint, listing home and garden fencing in western red cedar. Includes methods of installation, styles, specifications, ranch fence, estate fence, colonial picket, cape cod, woven picket roll, red roll general utility fence, and other descriptive matter concerning firm's products. Circle No. 61 on Buyers Service Card.

ARNOLD-DAIN CORP., Route 6, Mahopac, N.Y. Numerous catalogs and brochures listing picket and other types of wood fence, how-to-do-it items, and a general line of wood products for fencing. Circle No. 62 on Buyers Service Card.

RUSTIC CEDAR CO., 15021 Bothell Way, Seattle, Wash. 2 Brochures listing grapestake, shadow, louver top, ranch rail and line rail fences, as well as other types of wood fence. Circle No. 63 on Buyers Service Card.

KLEIN-LOGAN CO., 122 South 13th St., Pittsburgh 3, Pa. 28 Page catalog No. 29, listing anvil tools, bars, wedges, chisels, hammers, hoes, mattocks, picks, punches, sledges, tongs, wedges and wrenches. Circle No. 64 on Buyers Service Card.

MAASDAM POW'R-PULL, 10633 Chandler Blvd., North Hollywood, Calif. 2 Page folder describing one and two ton capacity Pow'r-Pull hoist winch puller for fences. Includes wire grip and Pow'r Pull Red Devil post tool. Circle No. 65 on Buyers Service Card.

NATIONAL FENCE MANUFACTURING CO., 4210 47th St., Bladensburg, Md., 4 Page brochure describing firm's fence materials and specifications for residential and industrial installations. Circle No. 66 on Buyers Service Card.

PARAMOUNT ALUMINUM FOUNDRY, 15142 S. Paramount Blvd., Paramount, Calif. Single page fence fittings sheets listing caps, tops, offset rail end caps, barb arm base tops etc. Tubing, rail sleeves, gate connectors, gate latches, etc. Circle No. 67 on Buyers Service Card.

REYNOLDS ALUMINUM CO., Louisville 1, Ky. 12 Page catalog listing aluminum chain link fence, aluminum barbed wire, fittings, types of installations, specifications and methods of erection. Circle No. 68 on Buyers Service Card.

ROBERTSON STEEL & IRON CO., 71 Elm St., Cincinnati 2, Ohio. Numerous catalogs and brochures listing chain link fences, styles and types of construction, fence and gate fittings, gates, posts, latches, etc. Circle No. 69 on Buyers Service Card.

GILBERT & BENNETT MFG. CO., Georgetown, Conn. 4 Page Folder listing firm's line of fence fabrics. Welded fence, flower borders, netting, guards, screening, hex netting and hardware cloth. Circle No. 70 on Buyers Service Card.

HABITANT FENCE, INC., and Habitant Shops, Inc., Bay City, Mich. 7 Profusely illustrated catalogs listing wood fence, lawn and garden accessories, stockade fence, lattice fence, picket fence, bark picket, americana paling, post and rail, gates, hardware, ornaments, methods of construction, special treatment of woods. Sketch plans, special garden furniture, post lights and lanterns. Decorative fence units for gardens. Brochures in color for distributors imprint, etc. Circle No. 73 on Buyers Service Card.

HURRICANE STEEL INDUSTRIES, 1709 Parana, Houston 24, Texas. 2 Catalogs and brochures listing chain link fabric, wire, posts, pipe, sleeves, fittings, gates, ornaments and other fence items. Circle No. 71 on Buyers Service Card.

JOHN HASSALL, INC., Westbury, L. I., N. Y. Catalog No. 106, 20 Pages listing cold headed fasteners, methods of making, usage, rivets, nails, screws and threaded parts, double headed parts, and a variety of fasteners. Circle No. 72 on Buyers Service Card.

INTERNATIONAL ELECTRIC CO., 510 N. Dearborn St., Chicago 6, Ill. 16 Pages listing and describing the usage of electric fence controllers and installation, including a weed control device. Circle No. 74 on Buyers Service Card.

KEYSTONE REAMER & TOOL CO., Millersburg, Pa. 28 Page catalog listing metal working tools. Reamers, reamer sets, expansion reamers, screw removers, rethreading tools, twist drills and cabinets, shank and other types of drills, grinding wheels, gauges, etc. Circle No. 75 on Buyers Service Card.

CAMERON TOOL & MFG. CO., 7545 Russell St., Detroit 11, Mich. 1 Page Circular listing a brand new type of gate hinge. One size which fits both 2" and 2-3/8". O.D. post by use of a longer bolt. Circle No. 76 on Buyers Service Card.

DOLCO MANUFACTURING CO., 2350 Curry St., Long Beach 5, Calif. 40 Page Catalog gate latches and finishes, gate hinges, strap hinges, cane bolts, thumb latches, handles. Circle No. 77 on Buyers Service Card.

CF&I CORP., REALOCK FENCE DIV., Office in principal cities, U.S.A. 60 Page Catalog No. F915, profusely illustrated, listing types of fences firm manufactures, methods of identifying line posts, top rail, barbed wire, H-section line posts, specifications, methods of setting posts, spacing, etc. Includes tennis court installations, gates, fittings and special installations. Also fabrics available and principal products of firm. Circle No. 78 on Buyers Service Card.

DURBIN-DURCO, INC., 1435 Woodson Rd., St. Louis 14, Mo., 20 Pages listing ratchet load binders, chain tighteners, grab and slip hooks, wire rope clips, wire and fence stretchers, Page Fence stretching tools, gate irons and wood farm gates, chain hoists, etc. Circle No. 79 on Buyers Service Card.

FENCPAINTER DIVISION, 4911 S. Racine Ave., Chicago 9, Ill. 54 Page Catalog listing weed killers, fence painting tools, brushes, supplies, de-rusting wire brushes, fence enamel, etc. Circle No. 80 on Buyers Service Card.

FARLEY FENCES, INC., 217 Davidson Bldg., Bay City, Mich. Series of Catalogs and brochures listing firm's wood fence line, styles, specifications, gates and hardware, quotation order forms and sketch sheet. Circle No. 81 on Buyers Service Card.

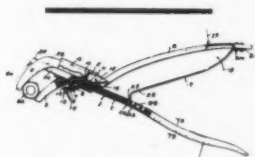
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PRODUCTS and PROCESSES

This department is published to provide small business firms with additional sources of information on products and processes which may open up new fields of endeavor. The information contained herein was gleaned from the **Products Lists** of the SBA. The listing of any product or process in no way constitutes an endorsement by this publication.

The privately and Government-owned inventions listed herein are available for use through purchase, licensing or the other commonly used arrangements. The Government-owned patents, however, are limited to licensing for use only on a nonexclusive, royalty-free basis. Such a license may be obtained by applying to the appropriate governmental agency in each case.

General information concerning the inventions listed in this publication, such as (1) patent number (if patented), (2) patent owner's name and address, or (3) Government agency administering the patent may be obtained by writing to the Production Assistance Division, Small Business Administration, Washington 25, D. C., indicating the appropriate reference number shown in the margin.



33-XIV-34 — ADAPTABLE JAWS PLIER - SIC 2283; Patented (Tools)

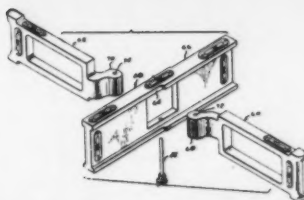
A plier having a number of advantages for fast operation and quick adjustment to various sizes of objects, by simply moving the end of a flexion spring into one of the several sockets on the inner side of one of the handles. The handles, when pressed toward each other, will cause the spring to exert a thrust on the jaws, forcing them toward each other, thus gripping objects such as nuts or bolts to be tightened or loosened. When pressure on handles is relaxed, the jaws recede enough to allow free movement, of the pliers, supplementing a ratchet wrench. The set screw can be used to lock an object between the jaws, if so desired.

33-G13 — SOLDERING OF ALUMINUM BASE METALS - SIC 2899, 3352, 3359; Patented (Metal Working)

Aluminum is soldered to metals of different types, such as copper, brass, or iron, by first heating the aluminum metal to slightly above 30 degrees C. A small amount of metallic gallium is rubbed into the surface of the aluminum so that an aluminum-gallium alloy forms on the surface. The aluminum is then heated to 180 to 200 degrees C., and a lead-tin soft solder is applied to the alloyed surface. The aluminum is then combined with the other metal piece.

33-V-90 — AUTOMATIC ANGLE LEVEL - SIC 3423; Patent Pending.

An instrument designed for use by unskilled or skilled craftsmen in measuring surfaces to determine whether a surface is level, or determining the angularity or pitch of a surface. Simplified construction of the instrument is aimed to cut production costs.



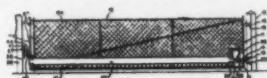
33-VI-44 — LEVELING GAUGE - SIC 3423; Patented (Geometrical Instruments)

A level which has one or two arms connected to a main frame swinging independently about a common axis in opposite directions from the frame, to permit checking the level of the work in a number of directions at one time. The common level is a straight, relatively narrow, elongated level, which checks only that area of the work in direct contact. Since the area is relatively small, irregularities in the surface area of the work in adjacent locations cannot be observed unless the level is moved to different locations. Even under these circumstances, an accurate observation cannot be made of adjacent areas; each may be level, but they may not be level with one another, and their relative offsetting from a common plane is not detectable with a common level placed against one of the areas and then against the other. This invention provides a level which will eliminate those deficiencies.



33-XIII-35 — RUSTIC GATE - SIC 2499; Patented (Fences)

The method of construction gives pleasing rustic effect to suitable architecture, such as ranch type homes, lodges, parks, etc. No special equipment is required to make it. It is split from the cedar log with a shake froe. It has excellent architectural possibilities in the form of gates, screens, porch railings, and even open truss fillers and ceiling beam decoration. Could be either rustic rough finish or sand blasted and lacquered or sealed to bring out the natural effect of the wood.

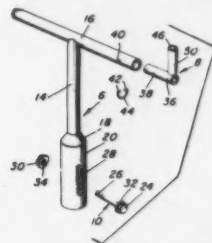


35-W-3 — VEHICLE ACTUATED GRAVITY CLOSED GATE - SIC 3449, 3481; Patented (Gates).

The invention provides a driveway gate which can be opened in both directions by pushing against it with the front or rear of a vehicle (automobile bumpers, etc.) Will remain open while vehicle passes through gateway, then returns by gravity action to the closed position, where an automatic locking device will securely latch the gate. Thus an automobile or truck driver can remain seated—with all doors and windows closed, if desired—while he opens the gate and passes through gateway without changing his position in the car. The vehicle pushes gate open and keeps going; the gate will take care of itself. Special gate may be constructed of any size or design using this automatic hardware. Recommended design would be constructed of standard steel pipe, covered with suitable wire. The special hardware consists of automatic hinges, latch plate assembly and retarders. No electricity, wires, springs, ropes or other gadgets are used. Operates by gravity.

34-XII-31 — ANCHOR ROD PULLER - SIC 3429; Patent Pending.

A specially designed hand tool to enable the user to turn and unscrew an upstanding anchor rod from its embedded base, and to exert a pull or impact sufficient to withdraw said rod from the ground. Thereafter the rod is easily detached from the tool. The invention is composed of a one-piece T-shaped member having hollow tubular portions. The shank has a crosshead connected to its upper end, serving as a



turning handle. At the lower end there is an enlarged socket for reception of the eye at the upper end of the anchor rod which is to be pulled. The socket portion has slots arranged to accommodate a bolt which provides a connection between the socket portion and anchor rod eye. By using this tool one man can pull anchor rods that are rusted, or otherwise very hard to pull, much faster and better than two men doing the same job with ordinary tools.

Catalogs Available

Continued from preceding page
FAIRMOUNT TOOL & FORGING CO., 10611 Quincy Ave., Cleveland 6, Ohio. 76 Page Catalog No. 500 listing hand tools of every description. Wrenches, spanners, socket wrenches, sets, hex key wrenches, tool sets, hammers, work benches, etc. Circle No. 82 on Buyers Service Card.

AMERICAN PIPE TOOL CO., 4856 W. Kinzie St., Chicago 44, Ill. Catalog No. 57, 8 Pages listing pipe vises, cutters, reamers, benders, threaders, vise stands, force cup, solder pot, wrenches and ratchet handles. Circle No. 83 on Buyers Service Card.

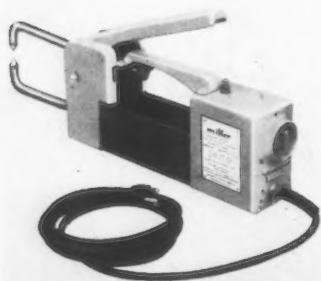
ANCHOR FENCE DIVISION, ANCHOR POST PRODUCTS, INC., Baltimore, Md. 8 Page broadside illustrating wood fence in following styles: "Stockade," Spaced Picket, Cedar "Lattice," "Goodwill," Cedar "Courtesy," "Natural Bark" picket, Cedar "Paling," Cedar post and rail, Country Squire hurdle and wood fence gates and hardware. Circle No. 84 on Buyers Service Card.

BRYANT MACHINE CO., INC., Fowler St. Extension, Westfield, Mass. 31 Pages listing fence fittings and supplies. Bands, latches and hinges, drop rods, post caps and barb arms, chain guard and guard rail, rail ends and clamps, miscellaneous accessories, gates and scrolls, hardware, paint tools and accessories. Circle No. 85 on Buyers Service Card.

BLACK & DECKER, Towson, Md. 16 Page use and care handbook for portable electric hammers; operating, extension cable, operation, range, chuck wrenches, star drills, hammer tools, supplies, repairs and other portable electric tools. Circle No. 86 on Buyers Service Card.

CHISHOLM-MOORE HOIST DIV., Columbus McKinnon Chain Corp., 169 Fremont, Tonawanda, N. Y. Circular 161 concerning "CM" Puller. Gives instructions on operating and uses of tool. Circle No. 87 on Buyers Service Card.

FENCE Service Aids



A NEW SPOT WELDER with built in electronic timer produces uniform welds. Both timer and handle pressure multiplier are instantly adjustable. When operating, handle is depressed and tongs grip work at predetermined pressure. Start switch is actuated and weld sequence starts and stops automatically. Telltale light shows when current is on. Available 3 models 110v or 220v. Write J. G. Waldron, Miller Electric Mfg. Co. Inc., Appleton, Wisconsin or

Circle BUYERS SERVICE CARD NO. 96



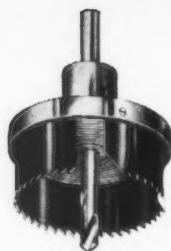
CONVERTIBLE LEVEL is equipped with a detachable compass mounting and a 3 inch surveying compass, graduated to 1/2 degrees and numbered 0 to 90 in each quadrant from the north and south points. Has 3 inch gold plated jewel mounted needle with lifter stop and is provided with variation adjustment. For information write Bostrom-Brady Mfg. Co., Stonewall & Bailey Sts., S.W., Atlanta, Ga., or

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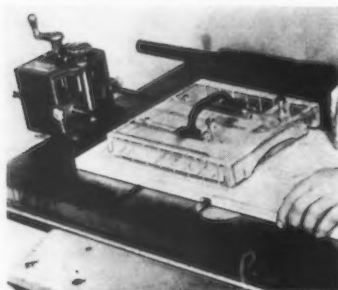
OIL TEMPERED FLEXIBLE CLIP. Available in two sizes. Clip illustrated will hold tools up to approximately 25 lbs. For prices and information write the manufacturer, Gibson Good Tools, Inc., 75 Pearl St., Sidney, N. Y., or

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LIGHT BURNS 5000 HOURS at rate of 24 hours daily. Just plug it in and forget it. A cold light with a tiny neon tube available in white, red and amber. One-half watt and uses about 10¢ current annually according to manufacturer. U. L. and C.S.A. approval. Claimed as a safe light and never hot to the touch. A.C. or D.C. for 110 volt and also made for 220 volt equipment or mechanical uses. Heavy plastic smart designed covering reflects light without disturbing feature of night lites. Samples available to large users and jobbers. Write Robolite Company, 618 W. Elm St., Chicago 10, Illinois or

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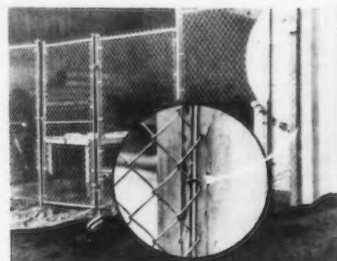
AUTOMATIC POST HOLE DIGGER allows one man operation from tractor seat. Digs up to 48" post hole in 60 seconds without winches, ropes or pulleys. Frame is controlled hydraulically from the tractor seat and by removing the gear case may be utilized as a post puller. Consists of heavy duty universal frame; gears guaranteed for 2 years; self lubricating bearings; easily replaceable shear pin. Information and prices available from manufacturer, write J. M. Haire, Mgr., Farm Eqp. Div., Standard Steel Works, Inc., North Kansas City 16, Mo., or

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BUILDERS ADHESIVE offers a convenient way for attaching wood members to all masonry surfaces. Full strength without drilling holes. No plugs required, no danger of cracking or chipping or exposing reinforcing steel according to the manufacturer, Wilhold Products Co., Div., Acorn Adhesives, 678 Clover St., Los Angeles 31, Calif. "Wilhold Builders Adhesive" is also recommended for attaching signboards, shelving, trim, and all woodwork to concrete. Write direct or

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PUERTO RICO—HHFA-URA-No. 58-134—redevelopment project and housing. \$5,510,900, Carlos L. Clausels, Exec. Dir., Mun. Housing Authority, P. O. Box 3672, San Juan, Puerto Rico.

ALASKA—P. N. 38567—reconstruction 13.9 mile section, Mt. McKinley National Park, Alaska. \$637,381 to M-B Contracting Co., Seattle, Wash. Related contract, dikes etc., to Patti MacDonald Constr. Co., Anchorage, Alaska.

ARIZ—HEW-H98—field health center \$302,777 at Chinle, Arizona to Sanders Construction Co., Farmington, N. M.

ARK—PFL-V-3-76—water system at Sparkman, Arkansas, \$144,000. Geo. W. DeLaughter Mayor. PFL-V-3-49—waterworks system \$90,000 at McRae, Arkansas, Doyle Cook, Mayor. PFL-V-391—bridge and approaches at Helena, Arkansas \$14,395,000 Herbert Eldridge, Director, Arkansas Highway Commission, Little Rock, Ark. PFL-V-3-52—waterworks and pumping station, storage, \$102,000 at Dierks, Arkansas, M. O. Brock, Mayor.

CALIF—4-P-3236—school district, elementary, plans, \$29,456 J. C. Lauderbach, Supt., Chula Vista, Calif. CALIF—4-P-3233—plans, junior high school for Redlands Joint Union High School, \$44,800, W. N. Vroman, Asst. Supt. CALIF—HHFA-URA-58-72—\$1,415,081 and \$1,431,606 Oakland, URP, Fred H. Squires, Jr., Exec. Dir., Room 408 City Hall, 14th & Washington, Oakland 12, Calif. CALIF—4-P-4238—additions, Junior High School, Pacific Grove, Calif. \$46,975, Thomas R. Turner, Sec. CALIF—PFL-VI-4-33—water system, \$218,000 Pearlblossom, Los Angeles County, Calif. John A. Lambie, County Engineer. CALIF—4-P-3261—elementary school, \$636,850 at Newhall, Glenn A. Riddleberger, Dist. Supt. CALIF—Spec-200C-387—Bureau of Rec. B. P. Bellport, Dir., P. O. Box 2511, Fulton & Marconi Aves., Sacramento 11, Calif. fencing, Central Valley Project. CALIF—4-P-3193—courthouse plans, constr. \$2,066,000 Santa Cruz, Ray J. Scott, County Counsel. CALIF—Menlo Park, GSA federal bldg, parking area, etc., to Louis C. Dunn, Inc., San Francisco. CALIF—4-CH-61 (D)—University of Redlands, Redlands, \$400,000, Charles O. Pierpont, Mgr. CALIF—4-CH-52 (D)—Stanford University, Palo Alto, \$3,000,000 A. E. Brandin, Business Mgr.

COLO—4-CH-32(S)—construction Pueblo College, Pueblo, Colorado, \$600,000, Dr. Marvin C. Knudson, Pres.

D.C.—Dept. of Agric., contr. to design plant life bldg. to Deigert & Yerkes & Associates, Washington, app. costs to constr. \$1,130,000.

FLA—8-P-3030—water and other projects Fort Myers area, est. of project, \$8,273,000, W. H. Carmine, Jr., County Atty., Board of County Commissioners. FLA—PFL-III-8-100—water system and improvements, Fruitland Park, \$135,000, C. E. Briscoe, Mayor.

GA—HHFA-URA-58-96—West Crane Avenue URA approx. \$2,000,000, Thomas G. Cranford, Jr., Exec. Dir., Valdosta Housing Authority, 610 E. Ann St., Valdosta, Georgia. GA—HHFA-URA-58-105—Bruce St. URP approx \$265,000, Lithonia, Ga., Jim B. Jackson, Exec. Dir., Housing Authority, Main St., Lithonia. GA—HHFA-URA-58-131—eliminate slum area Marietta, app. \$1,491,375 H. E. Williams, Exec. Dir., 800 1st St., Marietta.

IDAHO—HHFA-58-300—waterworks system, \$200,000, Ketchum, Idaho, Lloyd Arnold, Chairman, Board of Trustees.

ILL—HHFA-URA-58-93—campus expansion, stadium and athletic field, Knox College, Galesburg, Ill., Jos. E. West, Adm. Dir., Knox County Housing Authority, Farmers and Mechanics Bk. Bldg. Galesburg. ILL—HHFA-CFA-58-316—prel. plans water supply proj. \$50,000. Est. for proj. \$18,520,000, Robert E. Angley, Chrm., 49 N. Benton St., Palatine, Ill. ILL—HHFA-CFA-58-317—dorm and infirmary \$650,000, St. Xavier College, Sister Mary Huberta, Chicago.

IND—HHFA-CFA-249—preliminary plans \$41,200 for city-county bldgs., approx. \$2,300,000, Augustus P. Hauss, Pres., Building Authority, Elsbey Bldg., New Albany, Ind. IND—HHFA-URA-58-95—High St. area project to include playgrounds, parks, etc. under consideration, approx. \$2,500,000, James B. Harper, Exec. Secy., Redevelopment Co., City Hall, Evansville, Ind. IND—HHFA-CFA-58-304—plans for constr. hospital, \$1,587,000 Claud D. Raber, Attorney, Hendricks Bldg., Danville, Ind.

IOWA—HHFA-CFA-58-265—waterworks system Elk Run Heights, \$87,000, Walter P. Saveraid, Mayor.

KY—P. N. 39539—Dept. of Interior, Natnl. Park Svc., visitor center and buildings \$347,000, Mammoth Cave Natnl. Pk., to Glasgow Construction Co., Glasgow, Ky.

MASS—19-P-3023—construction two schools. Lawrence, approx. \$2,000,000, Jos. R. Smith, City Clerk. MASS—HHFA-URA-58-98—North Adams Redev. Agc., 90 Holden St.

MICH—PFL-IV-20-34—waterworks system in Ashley, estimated \$134,000, James M. Tanner, Village Pres., Ashley, Mich.

MO—PFL-V-23-69—waterworks system, \$90,000 A. D. Taylor, Mayor, Exeter, Mo. MO—GSA-886—Federal office bldg., \$9,973,000, arch. and eng. contr. to Murphy & Mackey and Wm. B. Ittner, Inc., 911 Locust, St. Louis, Mo.

MISS—P. N. 38659—Dept. of Interior, Natnl. Park Svc., contract \$1,609,571 Natchez Trace Pkwy. to Lacoste, Inc., Mathiston, Miss. also overpasses and bridge approaches No. 317, 084 to Lyons and Breedon, Rogersville, Tenn. MISS—22-CH-14(D)—faculty housing, Mississippi State College \$720,000, Ben Hilburn, Pres., State College, Miss.

N. J.—HHFA-URA-58-54—South Second St. playground and URP in Plainfield, approx. \$328,000, Clifford A. Young, Exec. Dir., Housing Authority, 543 W. 3rd St., Plainfield. N. J.—HHFA-URA-58-60—first ward URP, est. \$5,166,794, includes school, playground, etc., William H. Bentele, Dir., Div. Urban Renewal, Paterson Housing Authority, Paterson, N. J.

N. M.—HEW-H94—construction of hospital at Shiprock, \$1,394,444 to Sproul Construction Inc., Albuquerque, New Mexico.

N. Y.—RC-58-106—landscaping and misc. work, est. \$86,000, plans \$5, Jos. C. Frederick, Dist. Eng., 71 Frederick St., Binghamton. N. Y.—30-CH-75(D)—constr. garden type apt. bldgs. Hamilton College, \$500,000, Charles B. Sears, Bus. Mgr., Clinton. N. Y. P.N.—40024—Dept. Of Interior, Natnl. Park Svc., tour roads, \$163,037—to Paving Contractors, Inc., Schenectady. N. Y.—30-CH-90 (D)—dormitory etc. Union College, \$600,000, Theodore McIlwaine, Business Manager, Schenectady.

N. C.—P. N. 38172—Dept. Interior, Natnl. Park Svc., \$473,835 Blue Ridge Pkwy., to Adams Construction Co., Roanoke, Va. additional bids other projects to Natnl. Park Svc. Dir. Conrad L. Wirth, Dept. Interior, Washington 25, D. C. also entrance road and parking area, Kitty Hawk, N. C. to Dickenson Bros., Monroe, N. C. N. C.—31-CH-21(D)—construction housing Campbell College \$465,000, Leslie H. Campbell, Pres., Buie's Creek.

N. D.—32-CH-9(D)—student housing North Dakota State Teachers College, \$900,000, Dr. Casper Lura, Pres., Minot.

OHIO—U. S. Army Corps of Engineers, Fort Story, Va. fences, \$23,776 to Marleau-Hercules Fence Co., Toledo. OHIO—33-P-3021—constr. bldg. and jail, est. \$3,000,000, A. R. Masler, Clerk of Board, Hamilton. OHIO—33-CH-60(D)—construction Kent State University, \$2,500,000, Emil Berg, Business Mgr., Kent. OHIO—HHFA-URA-58-99—West Federal St. URP includes new expressway, \$2,278,275 approx. Edwin H. Folk, Planning Dir., City Planning Comm., City Hall, Youngstown 3. OHIO—PFL-IV-33-54—propose to build water system, approx. \$1,300,000, Leslie G. Wolfe Sanitary Engineer, Summitt County. OHIO—33-CH-71(S)—student faculty center, Muskingum College, \$275,000, Glenn L. McConagha, Adm. Vice Pres., Concord.

ORE—35-CH-24(H)—addition to Emanuel Hospital School of Nursing, \$706,700 est., Paul R. Hanson, Administrator, Portland. ORE—PFL-VI-35-39—waterworks system in Myrtle Creek, \$260,000, H. C. Stokes, Jr., Sec., Tri-City Water District.

PA—HHFA-URA-58-87—Palisades Park URP \$3,530,928 est., includes shopping and civic center. Leo Stern, Dir., Redevelopment Auth. Allegheny County, 207 County Office Bldg., Pittsburgh. PA—36-P-3138—junior and senior high school at Smethport, Edwin E. Harmon, Secy., Smethport Area Joint School Dist. PA—HHFA-URA-58-108—Mill Creek Project includes enlarged playgrounds, est. \$2,500,000, Francis J. Lammer, Exec. Secy., Redevelopment Authority, 1818 Rittenhouse Sq., Philadelphia. PA—HHFA-58-124—Oliver Plaza URP includes shopping center and parking facilities, est. \$5,804,786, Leo Stern, Exec. Dir., 207 County Office Bldg., Pittsburgh 19. PA—PFL-III-36-10—constr. water facilities at Butler, \$182,000, J. M. Hindman, Chairman.

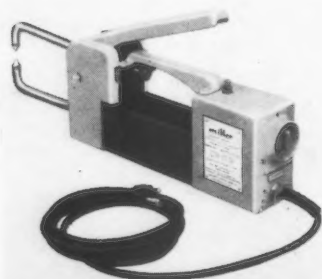
S. D.—P. N. 38939—Natnl. Park Svc., Dept. of Interior, road and parking areas \$909,766 to Pennefos Construction Co., Fargo, North Dakota, also visitor center and other structures \$401,605 includes fencing, to Corner, Howe & Lee, Inc., Rapid City, South Dakota.

TENN—40-CH-27(D)—construction dorm etc. Sienna College, \$200,000, Sister M. Clarita, Memphis. TENN—PFL-III-40-85—constr. water facilities, pumping stations etc., \$1,595,000, Northeast Knox Utility Dist., Thomas W. Thomson, Pres., Knoxville. TENN—PFL-III-40-86—water system, pumping sta., treating plant, etc. E. V. Haun, Secy., Knox-Chapman Utility Dist., Knoxville. TENN—PFL-III-40-40—water system, reservoir, pumping station etc., \$725,000, Luther G. Wilson, Sec-Treas., N Anderson County Utility Dist., Clinton.

Continued on page 34

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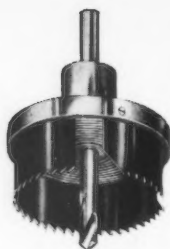
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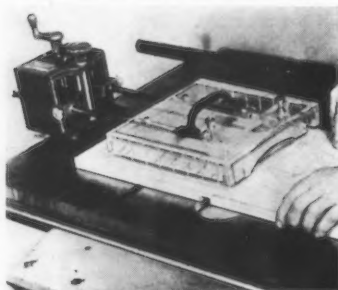
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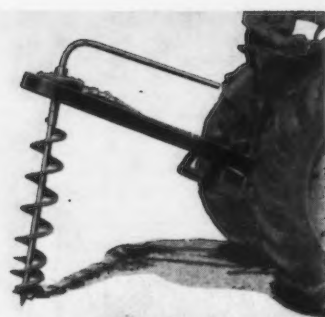
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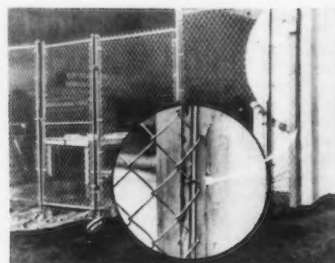
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ARIZ—HEW-H98—field health center \$302,777 at Chinle, Arizona to Sanders Construction Co., Farmington, N. M.

ARK—PFL-V-3-76—water system at Sparkman, Arkansas, \$144,000. Geo. W. DeLaughter Mayor. PFL-V-3-49—waterworks system \$90,000 at McRae, Arkansas, Doyle Cook, Mayor PFL-V-391—bridge and approaches at Helena, Arkansas \$14,395,000 Herbert Eldridge, Director, Arkansas Highway Commission, Little Rock, Ark. PFL-V-3-52—waterworks and pumping station, storage, \$102,000 at Dierks, Arkansas, M. O. Brock, Mayor

CALIF—4-P-3236—school district, elementary, plans, \$29,456 J. C. Lauderbach, Supt., Chula Vista, Calif. CALIF—4-P-3233—plans, junior high school for Redlands Joint Union High School, \$44,800, W. N. Vroman, Asst. Supt. CALIF—HHFA-URA-58-72—\$1,415,081 and \$1,431,606 Oakland, URP, Fred H. Squires, Jr., Exec. Dir., Room 408 City Hall, 14th & Washington, Oakland 12, Calif. CALIF—4-P-4238—additions, Junior High School, Pacific Grove, Calif. \$46,975, Thomas R. Turner, Sec. CALIF—PFL-VI-4-33—water system, \$218,000 Pearlblossom, Los Angeles County, Calif. John A. Lambie, County Engineer. CALIF—4-P-3261—elementary school, \$636,850 at Newhall, Glenn A. Riddlebarger, Dist. Supt. CALIF—Spec.-200C-387—Bureau of Rec. B. P. Bellport, Dir., P. O. Box 2511, Fulton & Marconi Aves., Sacramento 11, Calif. fencing, Central Valley Project. CALIF—4-P-3193—courthouse plans, constr. \$2,066,000 Santa Cruz, Ray J. Scott, County Counsel. CALIF—Menlo Park, GSA federal bldg, parking area, etc., to Louis C. Dunn, Inc., San Francisco. CALIF—4-CH-61 (D)—University of Redlands, Redlands, \$400,000, Charles O. Pierpont, Mgr. CALIF—4-CH-52 (D)—Stanford University, Palo Alto, \$3,000,000 A. E. Brandin, Business Mgr.

COLO—4-CH-32(S)—construction Pueblo College, Pueblo, Colorado, \$600,000, Dr. Marvin C. Knudson, Pres.

D.C.—Dept. of Agric., contr. to design plant life bldg. to Deigert & Yerkes & Associates, Washington, app. costs to constr. \$1,130,000.

FLA—8-P-3030—water and other projects Fort Myers area, est. of project, \$8,273,000, W. H. Carmine, Jr., County Atty., Board of County Commissioners. FLA—PFL-III-8-100—water system and improvements, Fruitland Park, \$135,000, C. E. Briscoe, Mayor.

GA—HHFA-URA-58-96—West Crane Avenue URA approx. \$2,000,000, Thomas G. Cranford, Jr., Exec. Dir., Valdosta Housing Authority, 610 E. Ann St., Valdosta, Georgia. GA—HHFA-URA-58-105—Bruce St. URP approx. \$265,000, Lithonia, Ga., Jim B. Jackson, Exec. Dir., Housing Authority, Main St., Lithonia. GA—HHFA-URA-58-131—eliminate slum area Marietta, app. \$1,491,375 H. E. Williams, Exec. Dir., 800 1st St., Marietta.

IDAHO—HHFA-58-300—waterworks system, \$200,000, Ketchum, Idaho, Lloyd Arnold, Chairman, Board of Trustees.

ILL—HHFA-URA-58-93—campus expansion, stadium and athletic field, Knox College, Galesburg, Ill., Jos. E. West, Adm. Dir., Knox County Housing Authority, Farmers and Mechanics Bk. Bldg. Galesburg. ILL—HHFA-CFA-58-316—prel. plans water supply proj. \$50,000. Est. for proj. \$18,520,000, Robert E. Angley, Chrm., 49 N. Benton St., Palatine, Ill. ILL—HHFA-CFA-58-317—dorm and infirmary \$650,000, St. Xavier College, Sister Mary Huberta, Chicago.

IND—HHFA-CFA-249—preliminary plans \$41,200 for city-county bldgs., approx. \$2,300,000, Augustus P. Hauss, Pres., Building Authority, Elsbey Bldg., New Albany, Ind. IND—HHFA-URA-58-95—High St. area project to include playgrounds, parks, etc. under consideration, approx. \$2,500,000, James B. Harper, Exec. Secy., Redevelopment Co., City Hall, Evansville, Ind. IND—HHFA-CFA-58-304—plans for constr. hospital, \$1,587,000 Claud D. Raber, Attorney, Hendricks Bldg., Danville, Ind.

IOWA—HHFA-CFA-58-265—waterworks system Elk Run Heights, \$87,000, Walter P. Saveraid, Mayor.

KY—P. N. 39539—Dept. of Interior, Natnl. Park Svc., visitor center and buildings \$347,000, Mammoth Cave Natnl. Pk., to Glasgow Construction Co., Glasgow, Ky.

MASS—19-P-3023—construction two schools. Lawrence, approx. \$2,000,000, Jos. R. Smith, City Clerk. MASS—HHFA-URA-58-98—North Adams Redev. Agc., 90 Holden St.

MICH—PFL-IV-20-34—waterworks system in Ashley, estimated \$134,000, James M. Tanner, Village Pres., Ashley, Mich.

MO—PFL-V-23-69—waterworks system, \$90,000 A. D. Taylor, Mayor, Exeter, Mo. MO—GSA-886—Federal office bldg., \$9,973,000, arch. and eng. contr. to Murphy & Mackey and Wm. B. Ittner, Inc., 911 Locust, St. Louis, Mo.

MISS—P. N. 38659—Dept. of Interior, Natnl. Park Svc., contract \$1,609,571 Natchez Trace Pkwy. to Lacoste, Inc., Mathiston, Miss. also overpasses and bridge approaches No. 317, 084 to Lyons and Breeden, Rogersville, Tenn. MISS—22-CH-14(D)—faculty housing, Mississippi State College \$720,000, Ben Hillburn, Pres., State College, Miss.

N. J.—HHFA-URA-58-54—South Second St. playground and URP in Plainfield, approx. \$328,000, Clifford A. Young, Exec. Dir., Housing Authority, 543 W. 3rd St., Plainfield. N. J.—HHFA-URA-58-60—first ward URP, est. \$5,166,794, includes school, playground, etc., William H. Bentele, Dir., Div. Urban Renewal, Paterson Housing Authority, Paterson, N. J.

N. M.—HEW-H94—construction of hospital at Shiprock, \$1,394,444 to Sproul Construction Inc., Albuquerque, New Mexico.

N. Y.—RC-58-106—landscaping and misc. work, est. \$86,000, plans \$5. Jos. C. Frederick, Dist. Eng., 71 Frederick St., Binghamton. N. Y.—30-CH-75(D)—constr. garden type apt. bldgs. Hamilton College, \$500,000, Charles B. Sears, Bus. Mgr., Clinton. N. Y. P.N.—40024—Dept. Of Interior, Natnl. Park Svc., tour roads, \$163,037—to Paving Contractors, Inc., Schenectady. N. Y.—30-CH-90 (D)—dormitory etc. Union College, \$600,000, Theodore McIlwaine, Business Manager, Schenectady.

N. C.—P. N. 38172—Dept. Interior, Natnl. Park Svc., \$473,835 Blue Ridge Pkwy., to Adams Construction Co., Roanoke, Va. additional bids other projects to Natnl. Park Svc. Dir. Conrad L. Wirth, Dept. Interior, Washington 25, D. C. also entrance road and parking area, Kitty Hawk, N. C. to Dickenson Bros., Monroe, N. C. N. C.—31-CH-21(D)—construction housing Campbell College \$465,000, Leslie H. Campbell, Pres., Buie's Creek.

N. D.—32-CH-9(D)—student housing North Dakota State Teachers College, \$900,000, Dr. Casper Lura, Pres., Minot.

OHIO—U. S. Army Corps of Engineers, Fort Story, Va. fences, \$23,776 to Marleau-Hercules Fence Co., Toledo. OHIO—33-P-3021—constr. bldg. and jail, est. \$3,000,000, A. R. Masler, Clerk of Board, Hamilton. OHIO—33-CH-60(D)—construction Kent State University, \$2,500,000, Emil Berg, Business Mgr., Kent. OHIO—HHFA-URA-58-99—West Federal St. URP includes new expressway, \$2,278,275 approx. Edwin H. Folk, Planning Dir., City Planning Comm., City Hall, Youngstown 3. OHIO—PFL-IV-33-54—propose to build water system, approx. \$1,300,000, Leslie G. Wolfe Sanitary Engineer, Summit County. OHIO—33-CH-71(S)—student faculty center, Muskingum College, \$275,000, Glenn L. McConagha, Adm. Vice Pres., Concord.

ORE—35-CH-24(H)—addition to Emanuel Hospital School of Nursing, \$706,700 est., Paul R. Hanson, Administrator, Portland. ORE—PFL-VI-35-39—waterworks system in Myrtle Creek, \$260,000, H. C. Stokes, Jr., Sec., Tri-City Water District.

PA—HHFA-URA-58-87—Palisades Park URP \$3,530,928 est., includes shopping and civic center. Leo Stern, Dir., Redevelopment Auth. Allegheny County, 207 County Office Bldg., Pittsburgh. PA—36-P-3138—junior and senior high school at Smethport, Edwin E. Harmon, Secy., Smethport Area Joint School Dist. PA—HHFA-URA-58-108—Mill Creek Project includes enlarged playgrounds, est. \$2,500,000, Francis J. Lammer, Exec. Secy., Redevelopment Authority, 1818 Rittenhouse Sq., Philadelphia. PA—HHFA-58-124—Oliver Plaza URP includes shopping center and parking facilities, est. \$5,804,786, Leo Stern, Exec. Dir., 207 County Office Bldg., Pittsburgh 19. PA—PFL-III-36-10—constr. water facilities at Butler, \$182,000, J. M. Hindman, Chairman.

S. D.—P. N. 38939—Natnl. Park Svc., Dept. of Interior, road and parking areas \$909,766 to Pennefos Construction Co., Fargo, North Dakota. also visitor center and other structures \$401,605 includes fencing, to Corner, Howe & Lee, Inc., Rapid City, South Dakota.

TENN—40-CH-27(D)—construction dorm etc. Sienna College, \$200,000, Sister M. Clarita, Memphis. TENN—PFL-III-40-85—constr. water facilities, pumping stations etc., \$1,595,000, Northeast Knox Utility Dist., Thomas W. Thomson, Pres., Knoxville. TENN—PFL-III-40-86—water system, pumping sta., treating plant, etc. E. V. Haun, Secy., Knox-Chapman Utility Dist., Knoxville. TENN—PFL-III-40-40—water system, reservoir, pumping station etc., \$725,000, Luther G. Wilson, Sec-Treas., N Anderson County Utility Dist., Clinton.

Continued on page 34

Catalogs Available
Continued from Page 31

NEW BRITAIN MACHINE CO., "Blackhawk"
Hand Tools, New Britain, Conn. 84 Pages
listing hand tools of every description. In-
cludes hammers, wrenches, pliers, gauges, tool
boxes, tool sets, saws, chisels, etc. Circle
No. 88 on Buyers Service Card.

**S. G. TAYLOR CHAIN CO., 3-141st St., Box
509, Hammond, Ind. 2 Catalogs 24 Pages**
concerning welded chain and attachments for
fencing and other purposes. Proof coil chain,
alloy steel chain, log haul chain, coil chain,
grab, clevis and slip hooks, repair links and
connecting links, and chain cutters. Circle No.
89 on Buyers Service Card.

**WM. F. WITTELL & CO., 588 Lyons Ave.,
Irvington 11, N. J. Numerous catalog type
brochures** in color describing firm's chain link
fence. Descriptive chain link installations,
fittings, gates and methods for installing are
indicated. Circle No. 90 on Buyers Service
Card.

**PAGE STEEL & WIRE DIVISION, American
Chain & Cable Co., Monessen, Pa. 11 Catalog
type brochures** in color describing firms fence
products, specific installations, specifications,
fittings best suited to certain types of fence,
gates, aluminumized fence, etc. Circle No. 91
on Buyers Service Card.

**CONNORS STEEL DIVISION, H. K. Porter Co.,
P. O. Box 2562, Birmingham, Ala. Catalog
pages** describing firms fence products, in-
dustrial fence posts, studded t-fence posts,
prices per lineal feet, weight, and other
specifications. Circle No. 92 on Buyers Ser-
vice Card.

**RUDOLPH EQUIPMENT CO., Vineland, N. J.
Catalog pages and brochure** describing u-
fence posts, snow fence posts, all purpose
fence posts, and "Rudco" galvanized products.
Circle No. 93 on Buyers Service Card.

**A. B. CHANCE CO., Centralia, Mo. Single
page catalog sheets** describing the firm's
earth augers, accessories, and earth anchors.
Includes specifications, and extent to which
products can be used. Circle No. 94 on Buy-
ers Service Card.

Awards, Proposals, Etc. Continued from Page 33

TEX—41-CH-83(S)—building construction Pan
American Regional College at Edinburg,
\$325,000, H. A. Hodges, V.P., PFL-V-41-88—
improvements and extension of waterworks
system \$35,000 to Dallas County Water
Supply Dist. No. 15, G. M. Critenden, Presi-
dent, Board of Supervisors, Dallas. TEX.
41-CH-88(D)—construction at Howard Coun-
ty Junior College, Big Springs, \$600,000,
W. A. Hunt, President. TEX. 41-CH-84(D)—
student housing, Southern Methodist Univ.
at Dallas, \$2,925,247. Trent Root, Vice Pres.

**UTAH—P. N. 39183—Natnl. Park Svc., Dept. of
Interior, visitor center and entrance station
etc., \$244,263 to Rasmussen-Olsen Construc-
tion Co., Provo and to H. & H. Construction
Co., Hurricane, Utah.**

VT—43-P-3010—sewage treatment plant etc.,
\$1,370,000, at Bennington, Paul A. Kelley,
Chairman, Board of Selectmen.

VA—HHFA-URA-58-121—redevelopment project
includes construction, parking facilities, etc.
est. \$24,123,279. Lawrence M. Cox, Exec.
Dir., Norfolk Redev. & Housing Authority,
P. O. Box 968, Norfolk 1.

**WASH—P. N. 37988—Natnl. Park Svc., Dept.
of Interior, Mt. Rainier Park, \$444,795 to
Pieler Construction Co., Port Angeles, in-
cludes parking area etc.**

WIS—47-CH-45(H)—construction wing, Metho-
dist Hospital at Madison, \$410,000, B. E.
Miller, Administrator.



CHANGED YOUR ADDRESS LATELY!

We have recently been notified by the P.O. and
other sources concerning the changes of address of
the firms listed on this page. If you deal with any of
these companies it may be convenient for you to note
the corrected addresses listed here.

**AMERICAN FENCE CO., P. O. Box 5096, Phoe-
nix, Arizona.**

**ARIZONA BOX CO., P. O. Box 1127, Phoe-
nix, Arizona.**

**FINCH LUMBER & SUPPLY CO., 3607 E. Camp-
bell, Phoenix, Ariz.**

**GEORGE IRON WORKS, 2915 W. Butler,
Phoenix, Ariz. from Memphis, Tenn.**

**ECONOMY LUMBER YARD, 1332 E. Greenlee,
Tucson, Arizona.**

**WILSON LUMBER CO., Box 715, Danville, Calif.
T-D LUMBER & HARDWARE CO., P. O. Box 42,
Concord, Calif.**

**PIONEER CHAIN LINK FENCE CO., P. O. Box
707, Fontana, Calif.**

**EMBARCADERO FENCE CO., 3690 Bayshore
Hwy., Mountain View, Calif.**

**R W G LUMBER CO., 525 S. Harbison, Na-
tional City, Calif.**

**ASPEN PARK BLDG. & SUPPLY CO., Conifer,
Morrison, Colo.**

**LEE'S WELDING & REPAIR, 3441 E. 13th,
Denver, Color.**

**VALLEY FENCE CO., Box 1875, Grand Junc-
tion, Colo.**

**DEL GROSSO IRON WORKS, 2325-18th NE.,
Washington 18, D. C.**

**CUSTOM BILT INC., P. O. Box 266, Merritt
Island, Fla.**

**ORNAMENTAL IRON WORKS, Box 6122, Day-
tona, Fla.**

**REEVES FENCES, INC., Box 2502, Station U,
Gainesville, Fla.**

**FLORIDA GUARD RAIL CO., P. O. Box 7247,
Ludlam Br., Miami 55, Fla.**

**SEARS ROEBUCK & CO., P. O. Box 11509,
St. Petersburg, Fla.**

**HURRICANE FENCE CO., P. O. Box 7221,
Orlando, Fla.**

**G. PRESSLY CO., P. O. Box 10129, St.
Petersburg, Fla.**

**REEVES FENCES, INC., P. O. Box 4289, Sara-
sota, Fla.**

**SARASOTA WELDING CO., P. O. Box 1744,
Sarasota, Fla.**

**TROPICAL FENCE CO., 5011 N. Grady, Tam-
pa, Fla.**

**EDWIN WILSON & CO., Box 6386, W. Palm
Beach, Fla.**

**FRANK A. SMITH & CO., AAA Fence & Supply,
2055 Piedmont Rd. NE, Atlanta 9, Ga.**

**CAIN LUMBER CO., c/o Bethalto Lumber Co.,
Bethalto, Ill.**

**C. M. SMITH STEEL SERVICE, 705 E. 1st St.,
Lockport, Ill.**

**PIONEER FENCE CO., Box 1683, Odessa, Ill.
TWIN NURSERIES, Prairie View, Illinois.**

**PAUL STEELE LUMBER CO., Box 1270, Spring-
field, Ill.**

**ATLAS FOREST PRODUCTS, P. O. Box 266,
Winnetka, Ill.**

**YORK FENCE CO., 1228 S. Boeke Rd., Evans-
ville 14, Ind.**

**HOLZ BROS. LUMBER CO., 1636 Shaterunk Rd.,
New Albany, Ind.**

**ALLIED FENCE CO., 1005 W. Landry St.,
Opelousas, La.**

**ANCHOR POST PRODUCTS, P. O. Box 3574,
Shreveport, La.**

**DON TUCKER LUMBER & SUPPLIES, Box 6632,
Shreveport, La.**

**KARSENS IRON CRAFT, P. O. Box 43, St.
Joseph, Mich.**

**MAGNOLIA IRON WORKS, Box 438, Green-
wood, Miss.**

**GLOBE FENCE & IMPROVEMENT CO., 3402
Oak Ridge Dr., Joplin, Mo.**

**ANCHOR FENCE CO., 10 Mulberry Ave., Pleas-
antville, N. J., from Atlantic City, N. J.**

**KARGER IRON WORKS, INC., Box 59, New
York, N. Y.**

**ALLEGHENY FENCE CO., Grand Ave., Farm-
ingdale, Li., N. Y.**

**CAFFREY SERVICE CO., 25 Poplar, Massape-
qua, Li., N. Y.**

**JAMAICA NURSERY, Hillsdale Ave. & Merricks
Rd., New Hyde Park, N. Y.**

**BEREZA IRON WORKS, INC., 87 Dewey Ave.,
Rochester 6, N. Y.**

**WHITE WIRE WORKS, 766 Clinton Ave. S.,
Rochester 20, N. Y.**

**G. & G. CONTRACTING CO., 194-48 112th
Ave., St. Albans, N. Y.**

**FRANCOIS ART METAL, 5871 Day Rd., Cin-
cinnati 39, Ohio.**

**BERRY CONSTRUCTION & CITY BLDG. CO.,
3430 Meadowbrook Blvd., Cleveland 18,
Ohio.**

**K. JEROME CO., 1740 Crawford Rd., Clevel-
and 6, Ohio.**

**S. C. TAYLOR WHOLESALE LBR. CO., P. O.
Box 3504, Cleveland 18, Ohio.**

**AMERICAN FENCE & AWNING CO., 228 S.
Champion Ave., Columbus 5, Ohio.**

**AL-RITE CONSTRUCTION CO., 2929 E. Broad
St., Columbus 9, Ohio.**

**ALLIED BUILDERS SUPPLY CO., Box 799,
El Reno, Nevada.**

**BUILDING SPECIALTIES & SUPPLY CO., 2614
W. Maine, Enid, Okla.**

**BELL/ART METAL MFG. CO., Box 7013, Okla-
homa City, Okla.**

**TULSA FENCE & IRON CO., 531 E. 51st Pl.
N., Tulsa, Okla.**

**C. M. BARNES, R. 4, Box 352C, Lancaster, Pa.
ATLAS ORNAMENTAL IRON WORKS, P. O. Box
7, Turtle Creek, Pa.**

**ALLIED CHAIN LINK FENCE CO., Box 6155,
Austin, Texas.**

**NICHOLSON BLDG. & SUPPLY CO., Box 7337,
Corpus Christi, Texas.**

**ALLIED FENCE CO., INC., Box 5294, Dallas 22,
Texas.**

**LONE STAR FENCE CO., 2416 Maryel Dr.,
Fort Worth 12, Texas.**

**TROPICAL FENCE CO., 5125 Brunswick, Hous-
ton 16, Texas.**

**UNITED STATES FENCE CO., P. O. Box 7398,
Houston, Texas.**

**HAGAN STORM FENCES, 1212 16th St., Port
Arthur, Texas.**

**ANCHOR POST PRODUCTS, 825 W. Hilde-
brand, San Antonio, Texas.**

**CYCLONE FENCE Dept., P. O. Box 5027, San
Antonio, Texas from Corpus Christi, Tex.**

**FORD FENCE CO., INC., Box 8151, San An-
tonio 12, Texas.**

**JOHN WALL FENCE CO., 238 Redrock, San
Antonio 1, Texas.**

**CONSOLIDATED HOME IMPROVEMENT CO., 2
W. Pembroke, Hampton, Va.**

**GALACTIC ENTERPRISES, 237 S. 186th St.,
Seattle 88, Wash.**

**LEN WITT CO., 2008 Market St., La Crosse,
Wis.**

**MOELLER WELDING & REPAIR, 356 W. 6th
Ave., Oshkosh, Wis.**

**PUTZER BROS., 916 Witzel Ave., Oshkosh,
Wis.**

**HABENICHT CONSTRUCTION CO., 3109 W.
Viliet, Milwaukee, Wis.**

**RUDY A. KRAMEL CO., 4685 W. Electric Ave.,
Milwaukee 46, Wis.**

**LONG FENCE INC., 2725 W. Lisbon, Milwau-
kee 8, Wis.**

AFTER-tax personal income is slated to rise to a \$305-billion-a-year rate in this third quarter, according to federal statisticians here, which will place it at the highest point in U. S. history.

Considering that the barometer of consumer spending—on wants, as well as needs—is quite sensitive and depends on this "after-tax" income, such spending may be rising faster this fall among the better-heeled. There's no question but what millions of prospects are better able to afford fencing now than they have been in years. They are out-of-debt, completely liquid, with ample savings. The trick is to find them—and to get them to part with the money.

This higher after-tax income is widely diffused, too. Many, many families of laboring men are better off, financially, this year than they have been in several years. The same is true of some professional men—doctors, lawyers and the like—and of many salaried persons. This helps to explain why, even with between five and six million persons unemployed, retail spending is remaining as high as ever.

THERE are two big reasons why the home-building and home furnishings industries feel more optimistic than they have felt in a long time.

First, new construction of homes is picking up speed all the time, in every part of the nation. Every family moving into a home of its own increases your chances of selling a fence.

Second, home renovation and repair has held steadily all during the recession. Every time a homeowner considers refinancing his mortgage to repair or renovate his property, you stand a better chance of getting a hot prospect.

Although winter is approaching, it is a fact that the major decisions relating to home improvements usually are made in the fall. More people, who have been traveling, have seen how other people have built and maintained their homes. There are more movers in September and October than in other months, as a rule. This is the time to step up your sales efforts and your advertising, for while you may not get immediate orders, you may be planting seeds that will blossom next spring.

THE new highway program, now getting into high gear, will affect millions of homeowners, causing some of them to be displaced by the new throughways and others to face new problems because of their nearness to the big roads. Since, in many cases, these owners will have sold off some land, or rights, to the state or federal government, they will have more funds than the average family for fences.

There's no telling how many new prospects for fences are being born as a result of the highway program. But the number certainly runs into the hundreds of thousands and perhaps into the millions, sooner or later.

One sales point to keep in mind: Because motorists by the thousands will see a person's home near a through-way, the homeowner can be sold, perhaps, through appealing both to his personal and his civic pride. Don't hesitate to join with state or regional groups which publicize the necessity of beautifying the countryside, for fencing is one of the most important factors in any property improvement program.

FTC TO STEP UP ATTACK ON FICTITIOUS PRICING. A broad new attack on price trickery that leads the public to believe a regular price is a bargain reduction is being readied by the Federal Trade Commission.

The FTC's staff has presented for Commission approval an 8-point guide on fictitious pricing of merchandise. The guide will offer merchants a clear-cut warning on what kinds of price advertising violate the law.

BUSINESS Briefs: There are 16 financial representatives of the Title I division, Federal Housing Administration, located in various parts of the nation and they are all willing to explain to local groups how a contractor becomes a qualified dealer under FHA Title I and how time-payment selling methods can be improved . . . Hourly wage scales of union buildings trades workers rose an average of 2.8 per cent during the three months ending July 1, the U. S. Department of Labor's Bureau of Labor Statistics has reported here. For all trade combined, this increase was less than the 3.4 per cent advance in the corresponding period of '57, but greater than the gain registered in any second quarter of other years since 1948.



INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM
TO THE News Notices
Editor . . . for publication.



Men In The Industry Introducing Joseph Kemple

Joseph N. Kemple was appointed to the position of divisional sales manager, Page Steel & Wire Division, American Chain & Cable Co. Inc., Monessen, Pa., during April 1958. Mr. Kemple took over the sales duties of William H. Bleeker who retired on March 31st after more than 40 years of service with acco.

A graduate of Stanford University, Palo Alto, Calif., class of 1947, with a B.S. and M.S. in industrial engineering, Mr. Kemple joined Page Steel & Wire after resigning as Manager, Wire Rope & Electrical Wire Sales, Columbia Steel Division, United States Steel Corp., San Francisco, Calif.

Harvey W. Seymour, general manager of Page Steel & Wire declared that with the appointment of Mr. Kemple his company looks forward to expanding its markets and increasing service facilities to all customers.

LOCKE ISSUES NEW BOOKLET

A new dealer aid booklet "54 Ways to Beautify your home" containing many unusual applications of ornamental wrought iron, has been released by the Locke Manufacturing Co., Lodi, Ohio.

The booklet deals with exterior uses of patios, car ports, entrances and guard rails and the exterior applications of wrought iron in the garden is detailed, including gates, fences and outdoor entertainment centers.

A copy of the booklet may be had free by writing Howard Green, sales manager of the company or circle Buyers Service Card No. 103.

New Firm In Chain Link

The Crown Fence & Supply Co., 8233 Stony Island Ave., Chicago, Illinois and headed by L. Schwartz was recently established and is now quite active in the fence business.

Mr. Schwartz reports, his firm will deal in sales and erections of chain link and wire. Installation of machinery and equipment has been completed and facilities include a large yard to accommodate storage and trucking.

NOW! IT'S PRESSURE TREATING

Pressure-treated posts and rails which originally gained popularity for field fencing now are available for farm and city residential fences in southeastern United States for the first time.

Nine types of residential fences with materials pressure treated with penta by Durable Wood Preserving Company of Charlotte, N. C., to protect them against rot are being marketed by Sears, Roebuck and Co. These fences include: Rustic stockade fence, 2 or 3-rail rustic ranch fences, 3 styles of board fences, Basket-weave fence, Rustic picket fence and wire-bound picket fence.

Penta pressure-treated posts and rails for wood fences do not require painting but can be painted if they are first allowed to weather for a season. Board fences which have been pressure-treated with penta plus water-repellent solution are also available. They may be painted immediately if the surfaces are completely dry. This treating solution serves as a good paint primer in addition to imparting preservative values. If additional information is desired concerning this process, write direct or circle Buyers Service Card No. 122.

ROBERTSON FENCE IN POOLS

The Esther Williams Swimming Pools of Cincinnati, Ohio are now being sold through the Robertson Fence Company, 34th and Robertson Ave., Cincinnati as distributor.

An ambitious advertising program by Robertson Fence included a 23" x 34" four color folder printed on both sides illustrating the many types of swimming pools (in natural settings) sold by the company. In each instance a fence of either wood or metal is part of the installation.

HASKELL DIES IN ACCIDENT

David W. Haskell, of the Cyclone Fence company, was killed in an accident on the Ohio Turnpike on Saturday July 12, while on vacation. It is believed by police officials that he suffered a fatal heart attack and lost control of the car which then hit a concrete abutment. Mr. Haskell was a veteran of the chain link fence industry having started in 1916 with the old Anchor Post Iron Works, later joining Cyclone where for some twenty years he had been manager of their Washington, D. C. Office.



Midwestern Sales Manager, James Case, and Assistant General Sales Manager, Girard Brennehan of Nichols Wire and Aluminum Co., Davenport, Iowa, seem pleased in discussing their firm's second quarter sales record.

NICHOLS ACHIEVES RECORD SALES

Record breaking sales volume and an increase in the profit picture is reported by Frank R. Nichols, president of the Nichols Wire & Aluminum Co., Davenport, Iowa manufacturers of aluminum fence materials, and other products used by the building industry.

Sales for the company in the second quarter of 1958 was 18% ahead of the identical quarter of 1957, and sales for the first-half of 1958 exceeded 1957 by 8%.

Mr. Nichols attributes the increase in sales to a number of factors which includes new and attractive packaging which lends itself to prominent display by dealers. Plans made a year ago set machinery in motion for more efficient



production and product development, and harder selling have made these facts produce substantial results for the company.

The company reports that their previous record breaking quarter occurred during 1955 during which time they had a substantial volume of purely wind-fall business which did not occur during the second quarter of 1958.

Fence Industry

TRADE NEWS

BUYERS' SERVICE CARD

FREE and prompt information available to all readers concerning any product or service appearing in this issue.

—WE PAY THE POSTAGE—

USE
SEPTEMBER
1958
Only.

Corresponding numerals appear under advertisements and product editorials.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
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129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176

Please send catalogs or further information on items circled to:

Company Name	By	Title
Street and Number	City and Zone	State

FIRST CLASS
PERMIT NO. 50776
CHICAGO, ILL.

BUSINESS REPLY CARD

No postage stamp necessary if mailed in the United States

Postage will be paid by

FENCE INDUSTRY

127 N. Dearborn Street,

Chicago 2, Illinois

Buyer Service



STATUS OF HIGHWAY PROGRAM

Construction contracts on 469 miles of the National System of Interstate and Defense Highways were awarded during the month of June at an estimated cost of \$195 million, was announced by Bertram D. Tallamy, Federal Highway Administrator. Figures from the Bureau of Public Roads, U. S. Department of Commerce, showed that preliminary engineering worth \$14 million and right-of-way acquisition estimated to cost \$34 million were authorized during the month. Construction contracts were completed in June on 198 miles, at a cost of \$54 million.

As of June 30, construction was under way on 3,167 miles of the Interstate System, at an estimated cost of \$1.74 billion. Construction contracts have been completed since July 1, 1956, on 1,771 miles at a cost of \$439 million. In addition, nearly \$1.5 billion had been authorized or spent for preliminary engineering work and acquisition of right-of-way.

In the continuing program of Federal assistance for the improvement of the Federal-aid primary and secondary highway systems and their urban extensions (the ABC program), construction was authorized on 1,215 miles during the month of June, at an estimated cost of \$202 million. In addition, \$7 million was authorized for preliminary engineering and \$18 million for right-of-way acquisition. Construction contracts were completed on 1,998 miles of these systems during June, at a cost of \$133 million.

Since July 1, 1956, construction contracts have been completed under the ABC program on 42,491 miles, at a cost of \$2.49 billion. As of June 30, work was under way on 23,330 miles, estimated to cost \$2.22 billion.

NASCAR BIDS OPEN SOON ★

Bids for fencing and guard rail for the new International Speedway at Daytona Beach, Florida, will be opened September 10 at 10 a.m. at the offices of Womack Asphalt Paving Company in South Daytona. Plans and specifications may be obtained from C. H. Money-penny, 500 Ocean Dunes Road, Daytona Beach, Consulting Engineer for the Daytona International Speedway Corporation.

Specifications call for 14,000 feet of 8 inch chain link or woven wire with barbed wire extension arm; 10,000 feet of 4 ft. chain link or woven wire with barbed wire extension arm as a safety fence around the infield, inside the enclosure; 10,000 feet of 10 gauge metal highway-type guard rail around the outside edge of the track. Also included for bidding is the fencing for the Volusia County Kennel Club Dog Track on Highway 92 across the road from the Speedway, for 10,000 feet of 6 ft. chain link fence with barbed wire extension arm.

Fences are to be erected in place, with the outside security fence to be completed within six weeks of the opening of bids.

Our readers will evidently respond to your needs and we have no doubt your requirements will be quickly attended to.

-ED

MORE LETTERS APPEAR ON PAGE 38



Merwin Houghton

NEW FENCE COMPANY

A new fence manufacturing firm, Panel-Weave, Inc., Linnton, Oregon has started production of a basket-weave style patented fencing made of Douglas fir plywood. The prefabricated fence is being marketed through Knapp Lumber Sales, 520 N. W. 23rd Avenue, Portland 10, Oregon.

Production is under the direction of Merwin Houghton, president, who has been in the Portland lumber and wood products industry for twenty-five years.

Jim Roberts, vice-president, heads planning and research, and is also president of Jos. B. Knapp Co., Inc., and a partner in Knapp Lumber Sales. Both firms are affiliated with Panel-Weave, Inc.

Leonard Lockert, Secretary-treasurer, is in charge of sales and distribution. The firm plans nation-wide distribution of the new product. The prefabricated fencing has already been reported as having had excellent consumer acceptance in the test markets where it has been tried.

Automatic equipment has been installed at the Linnton plant for assembly-line production. The plant is located in the former planing mill building of the West Oregon Lumber Co.

-Information Wanted-(See also P. 38)

Sirs:

As our business is principally gates; manufacture, installation, etc. We are naturally interested in speeding up production all possible. In this respect we have heard of a special tool used for making the ties on farm type fence, lawn fence or stranded wire. This tool we understand is much faster for making the ties than regular fence type pliers. We have heard that some of the steel companies use this special tool in fabricating their farm and lawn fence gates. Any information relative to above will be appreciated.

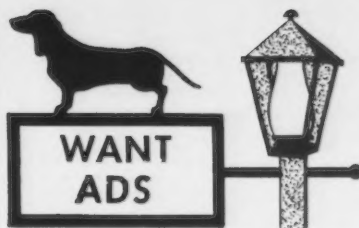
G. E. McNatt
Gray Gate Co.

1215 Floride St.
Dallas 4, Texas

Sirs:

We are interested in receiving the following information: a good source of redwood lumber in California for use in building fences; also, distributors and price quotations on reed fences, to dealers.

Dallas Wright, Sec. 2182 N.W. 27th Ave.
Amco Steel Fence Co. Miami, Fla.



- PAYABLE IN ADVANCE -

CLASSIFIED Advertising Rates: \$1.00 per line. Count 6 words to the line. Payment must accompany order.

MANUFACTURER'S AGENT . . sales representative for quality line of fence fittings and not carrying a competitive line. Must have contacts in the fence field. Eastern territory available. Write stating qualifications. Box JA-58-1.

PRODUCTS MANUFACTURED . . . fence fittings and gates designed and made to your specific needs. Write or call, Universal Fence & Mfg., Co., 8803 Satyr Hill Rd., Baltimore 14, Md.

SALES REPRESENTATIVES . . wanted by manufacturer of steel picket fence and fittings. Many live areas open for aggressive men who are interested in a good starting draw and commission. Must have car and willing to travel. Sales experience in the construction or fence industry required. Write giving all details. Box JA-58-2.

NOTICE . . this classified column is not available for display type advertising nor for the advertising of regular lines of products. It is for service and for sale type copy only.

FOR SALE . . well established chain link fence business. Wealthy suburb of New York City. Excellent income. Owner desires to retire. For complete particulars write Box SO-58-3.

BUY IT-SELL IT-TRADE IT-THROUGH A FENCE INDUSTRY CLASSIFIED AD

"FENCES" A New Book

A book concerning fences has recently been published by The Ryerson Press, Toronto, Ontario, Canada. This is not a technical work on the building of fences but rather a fascinating story by a Canadian writer Harry Symons and a famous Canadian artist C. W. Jefferys, who spent most of his life drawing fences and describing them.

Many of the interesting aspects of "Fences" includes the Fence Viewers of olden days who were paid by the towns to inspect fences in order to maintain "good neighborliness," a Warwickshire Clapper gate one had to sit on to get over, a Side Step Stile allowing one to walk over the fence, Cantilever Pole Gates which operated with a bucket of gravel and a draw string and other innovations long gone.

The artist does not draw-the-line as to the type of fence he had a fondness for and his drawings include stone, ornamental iron, wood and wire as well as what appears to be the first attempt at barbed metal fences home-made by the pioneers to keep the cattle and other animals in or out. Write the publisher direct or Circle Buyers Service Card No. 113.

**HAND-Y
CONCRETE MIXER**
— GUARANTEED —
MACHINE QUALITY MIX
RIGHT IN THE WHEELBARROW

Quick and easy. Ready to pour into post holes, etc. Saves time and labor. Materials are easily blended in wheelbarrow. Hand-y mixer does not allow sand to separate or settle when mortaring wet concrete. Works in all directions. Sturdy hickory handle. Doubly riveted in cross pattern about 1 1/2" apart. Size 1'x7 3/4"—Wt. 3 1/2 lbs. Cross Pattern. PRICED \$6. each.

PATRIC G. CHAVEZ—(Patentee)
P.O. Box 1269 San Fernando, Calif.

Or Circle BUYERS SERVICE CARD NO. 45

"U" BOLTS
GALVANIZED STEEL
& ALUMINUM
STANDARD
& SPECIAL

CHAS. HESS CO., INC.
MANUFACTURERS
1001 East 46th St.
Brooklyn 3, N. Y.

"J" BOLTS

Or Circle BUYERS SERVICE CARD NO. 44

SNOW FENCES

Prepare for winter snow. We manufacture wood snow fences made according to high-way specifications.

PROMPT SHIPMENTS
Circular and Price List
on Request

Also available are all types
of ornamental wood fences.

LINCRAFT, Inc.

Broad & Tatham Sts. Burlington, N.J.

Or Circle BUYERS SERVICE CARD NO. 118

**COMPLETE SUPPLIES
and EQUIPMENT for
the RUSTIC FENCE maker**

AUGER BITS
PICKET POINTERS
POST AND RAIL PEELERS
POINTING AND DOWEL HEADS
GATE HARDWARE AND FITTINGS

You can depend on Runkles' for
the best products and prompt service.

**W. G. RUNKLES'
MACHINERY COMPANY**

185 Oakland St. Trenton 8, N. J.

Or Circle BUYERS SERVICE CARD NO. 119

READER'S SERVICE

FENCE INDUSTRY Buyer's Service Card, in this issue, (Page 37) can be used to secure information, catalogs, prices, etc., on all advertising and reader items keyed. As you find items of interest check the number appearing with the advice "Circle Buyer's Service Card." Just mail the postage pre-paid card to FI. . . or WRITE DIRECTLY TO ADVERTISERS.

LETTERS



The editors of Fence Industry extend their apologies to all those subscribers whose letters do not appear in this column this month. Space limitations made it impossible to print the hundreds of letters received congratulating us on our first issue.—If there is a specific problem or hard to find product—be sure to send it to the LETTERS EDITOR for publication.

—Congratulations Pour In—

Sirs:

As your records show I am listed as one of your very first subscribers and I am honored to have that position. Our fence business was really in need of FI and I sincerely wish you may prosper beyond your fondest expectations. Please increase our subscription to 3 years instead of the original 1 year as ordered.

Julie F. Talley, 1003 E. Main,
J. F. Talley Fence Co. Alice, Texas

Sirs:

Please enter our subscription for 3 years. We think your magazine is terrific and it should have a tremendous effect on the entire industry . . . we, as you may know are specialists in terrace and penthouse fencing in Manhattan. We are looking forward with interest to your coming issues.

Roy M. Flowers, Pres., 1871 Park Ave.,
Clark & Wilkins Co., New York 35, N. Y.

Sirs:

We have just received the first copy of your publication and needless to say we are amazed. This is an exceptional fine publication and one that the industry has needed for a long time. We have been in the fence business for 12 years, starting on a modest scale and there has been only two years in the interim that we didn't double our gross business. There is no doubt this field is becoming more popular all the time. We expect to be one of your permanent subscribers. We wish you much success in the years to come.

C. S. Oakley, Jr., Phelps St.,
Fence & Playground Eqpt. Co.
Port Dickinson, N. Y.

Sirs:

I have just finished reading from cover to cover your first issue of Fence Industry and may I take this opportunity to compliment you on publishing a magazine that was so badly needed by all of us in the fence business. I am sure that everyone in this industry was as impressed as I was with this first issue and that you will have the help and support of everyone in the field.

Alfred Cosbitt, Dir. Sales,
Habitant Fence Inc. Bay City, Mich.

Sirs:

I have been in the fence business 22 years. Recently received my first copy of your magazine. This is much needed.

Geo. A. Fountaine, 20760 Harper,
Fountaine Fence Co. Detroit 36, Mich.

Sirs:

We feel your publication has an important place in our industry and will serve to fill a serious void which has existed. We hope that the cooperation and contributions from all members of the industry will serve to make your publication an important tool to all concerned.

A. W. Millard, Sales Mgr.,
The MacGillis & Gibbs Co.,
4278 N. Teutonia Milwaukee 9, Wis.

Sirs:

Good luck to you! Your first issue was a dandy. Keep up the good work.
Andy Lang, Dist. Mgr.,
Bethlehem Wire & Fence Co.
616 E. North Ave., Pittsburgh 12, Pa.

Sirs:

We enjoyed the first issue of Fence Industry very much and feel that it will be a success. It may interest you to know that we will acquire several new customers and orders from our previous advertising.
Peter VanDenburgh, 3131 Franklin Ave.,
J. R. Quid, Inc., New Orleans 22, La.

—Catalogs and Products Wanted—

Sirs:

We are in the welding and manufacturing business and have had several orders for the manufacture of fences. The writer would appreciate catalogs of products available and price lists on chain link, steel, aluminum, wire, mesh fabrics and ornamental.

E. P. Reichert 1660 Myrtle Ave.,
Linden Welding & Mfg. Co.
Columbus 11, Ohio

A great number of catalogs supplied by
manufacturers and distributors are listed
in this issue—ED.

Sirs:

We are seeking a source of supply of a wood gate which we believe is called the Lincoln Automatic Gate. This is commonly used by horseback riders who may lift gate without dismounting. After passing through, gate falls back into place.

E. L. Bell 815 N. Kedzie Ave.,
Midwest Fence Co. Chicago 51, Ill.

The Wood Products Company, Toledo,
Ohio catalog lists a gate of this nature—
ED.

Sirs:

Could you kindly direct me to a company at which I might obtain name plates to put on my completed fences, such as; Fence by Thibault Fence Co., etc.

A. E. Thibault G 4100 S. Saginaw St.
Thibault Fence Co. Flint, Mich.

—Takes Over Pedrick Fence—

Sirs:

I have just received Fence Industry and believe you are going places with it. For your further information, my father-in-law who owned the Pedrick Fence Company in Flemington for 30 years, passed away in May. I have purchased everything from the estate, including the name.

Sheldon P. Hoffman, R. D. 2—Allen St.,
Cedar-Craft, Flemington, N. J.

Fence Industry



TRADE NEWS

EASTERN REPRESENTATIVE:
Cyril Ellison,
Suite 706 -- 507 Fifth Avenue
New York 17, N. Y. -- Tel. MU 2-2444

ELLISON PUBLICATIONS, INC.

127 N. Dearborn Street • Chicago 2, Illinois Tel. RAndolph 6-2120

Fence Distributors
Fence Manufacturers
Fence Fittings Wholesalers
Fence Equipment & Tools Suppliers

Gentlemen:

This is the final call and your last opportunity to list your firm in the INTERNATIONAL DIRECTORY of Fence Materials which will be published December 1958. Your only obligation is, to fill out the listing form (next page) as completely as possible and to return it to this office immediately.

Your listings can only be as valuable and informative as the information you submit. This information which is being compiled for our Directory issue will be helpful to us in serving others requesting sources of supply.

As we do not desire to publish incorrect information, the form must be signed by a responsible member of your company.

There will be 4 listings sections in the directory. All cross referred, plus a technical information section.

- | | |
|-------------------------------------|----------------------------------|
| 1 Main Company Listings. | 3 Products Classified. |
| 2 Trade Names (Identified). | 4 Suppliers Outside USA. |

Compiling a worthwhile and complete directory requires many months of tedious work. Therefore, reserving your advertising or placing your listings information in our hands immediately will make it possible for us to process your listings properly and an opportunity to give our readers a directory they will use constantly.

Your advertising and listings in the directory issue will serve you for a period of 12 months, possibly longer. It will be the only Fence Industry Buyer's Guide available anywhere.

It will fill a long needed want in this field and will serve thousands of firms who buy fence materials and supplies.

To be properly represented in the INTERNATIONAL DIRECTORY of Fence Materials should include your advertising and listings of all the products you sell this field . . . otherwise, your opportunity to do a thorough promotional job will fail.



Edw. Ellison

Editor & Publisher

FENCE INDUSTRY Trade News and the INTERNATIONAL Directory of Fence Materials is the only trade magazine and directory to be published exclusively for all FENCE ERECTORS; Contractors; Fence Manufacturers and Suppliers.

Mail at once for your **FREE** Listing

(USE TYPEWRITER OR PRINT)

(attach extra pages if necessary.)

Firm Name _____

Address _____

City _____

ZONE—STATE

Branch Offices _____

PLEASE CHECK ✓

ERECTOR _____ CONTRACTOR _____ MANUFACTURER _____ DISTRIBUTOR _____ EXPORTER _____
 IMPORTER _____ FABRICATOR _____ WHOLESALE _____ RETAIL _____ / of FENCE _____ GATES _____ POSTS _____
 FITTINGS _____ SUPPLIES _____ TOOLS _____ EQUIPMENT _____ ELECTRIC FENCERS _____ CABLE _____ GUARDS _____

MANUFACTURERS . . . when listing your fence products, indicate whether aluminum, coated, colored, chain-link, type of wire (barbed etc.), ornamental iron, steel, block, corrugated, picket, wood, etc.

EXECUTIVES (NAMES and TITLES)

FENCE ERECTORS . . . if you own specific trade names to identify your work, your company or a product, be sure to list under trade names column.

CREDIT REQUIREMENTS

CATALOGS AVAILABLE

YES _____ NO _____ (✓ PLEASE CHECK)
 FREE PAID PRICE

ADDITIONAL INFORMATION:

DISTRIBUTORS-SALES AGENTS
 NAMES—ADDRESSES

LIST YOUR PRODUCT

DO NOT LIST PRODUCTS unless you are
 a manufacturer, wholesaler, importer
 or exporter—or sole sales agency.

TRADE NAMES (List and Identify)
 Only those you have authority to use.

DATE _____ 1958

IMPORTANT—PLEASE NOTE:

Is advertising desired in conjunction with listings?
 YES _____ NO _____ (If YES!) Sign and return advertising form indicating space desired so that your Main Company and Product Listing/s may be set in bold faced type. (See rates on order page).
 The Publisher reserves the right as to use and to limit the size and number of listings submitted for FREE listing purposes. **Write for advertising rates.**
Order form is deleted from this issue

FENCE INDUSTRY Trade News, International Directory of Fence Materials, 127 N. Dearborn St., Chicago 2, Ill., U.S.A.

Signature _____ Title _____

YOUR LISTING IS FREE NO OBLIGATIONS. Send in your catalog or circular matter with this form to aid us in listing your company.

Advertisers Are Listed in Bold Type — Write for Advertising Rates

Tear off page and mail at once to insure free listing.

Your Invitation . . . To Sell 8 Markets for the price of 1

JUST **5** MINUTES OF YOUR TIME TELLS HOW TO
Reach The Buyers
• IN A MULTI-BILLION \$ MARKET •

1 FENCE ERECTORS

Who buy fence materials, fittings, posts, gates, fence construction equipment, castings, tools and other countless related products necessary to the maintenance and erection of fences.

2 CONTRACTORS

Leading building contractors and engineers who blueprint the construction jobs, for highway, industrial and institutions, who sub-contract or erect fences.

3 LANDSCAPERS

Landscapers and landscape architects are included in FI circulation. Hundreds of landscape establishments in city and country have added or are adding fences in metal and wood to their established lines and maintain erector crews.

4 CO-OPERATIVES

Volume buyers and a lucrative market for barbed wire, farm fences, posts, electric fences, tools, nails, brads and a host of other products allied the business of erecting fences.

5 WHOLESALERS

Distributors, jobbers, importers, exporters, sales agencies and manufacturers of fence materials, equipment and fittings who are not in the business of erecting fences.

6 ORNAMENTAL IRON

The fabricators and shops that are engaged in the production of fence, gates, fittings and ornamentation and their installation. Many in this category erect wire, chain link and aluminum fences.

7 GOVERNMENT AGENCIES

Federal, state, county and city purchasing agents. County agents, engineering and park superintendents including park commissioner's offices.

8 WOOD FENCE

An ever-growing market. The erectors, importers, landscapers, fabricators of wood fences and suppliers are in many cases also in metal, wire etc. and vice versa. Some specialize. This market includes posts, cable-post highway fences, supplies.

Now you can •

Complete coverage in the U.S.A. also
U.S. Possessions and Canada

• Every month

GET YOUR SALES STORY ACROSS!

THE FENCE BUSINESS IS BIG BUSINESS

FENCE INDUSTRY Trade News presents an opportunity to you, to sell a market covered by no single publication today. It will reach the people who make the buying decisions in the multi-million dollar organizations who manufacture and erect fences and supplies as well as to thousands of others in the industry who require information concerning sources of supply. **FENCE INDUSTRY Trade News** will give you thoro coverage in all the fields listed above, any one of which would justify using this media to promote the sales of your products.

There will be many bonus issues of FI due to market testing for increased circulation insuring issues reaching 15,000 copies. You can benefit without added cost.

A steady diet of advertising in future issues of FI will assuredly **BUILD SALES** . . .

Write for advertising rates/or your advertising agency.

EASTERN
Cyril L. Ellison,
Fence Industry,
Suite 706,
507 Fifth Ave.,
New York 17, N.Y.
Tel. MU 2-2444



CLOSING DATE
of each issue
is the first of
the month preceding
the date of issue.



Principal Office

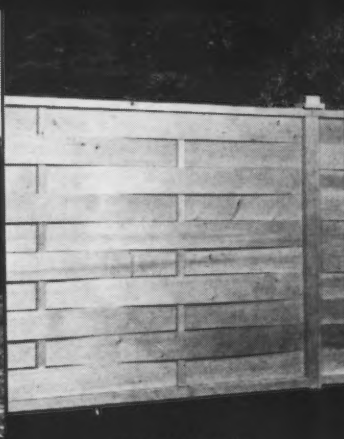
127 N. Dearborn Street

Tel. RAndolph 6-2119

Chicago 2, Illinois, U.S.A.



Goodwill



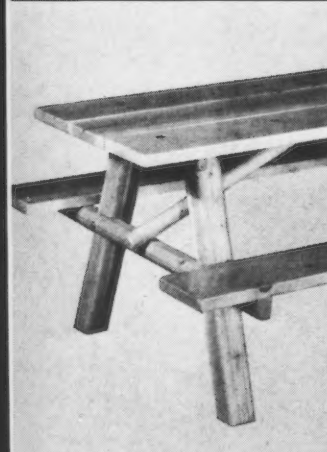
Basket-Weave



Post & Rail



Lattice



▲ Lawn Table ▼ Paling

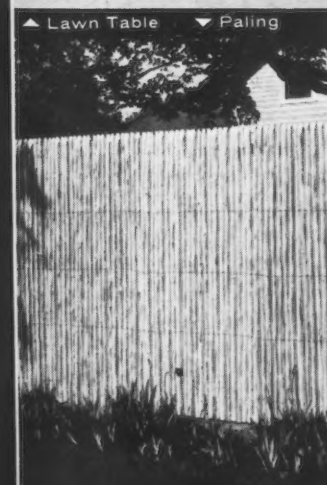
You are looking at the most complete line of wood fence and yard accessories in the country!

Habitant has been America's most popular wood fence for over 35 years. Built in the country's largest plant devoted exclusively to wood fence, using only top quality materials and top flight workmanship. Factory-fabricated to fit your customer's individual lot line, delivered assembled, ready for easy installation. It is not necessary to stock or inventory Habitant. There's a fence or yard unit for every purpose, every taste, every purse.

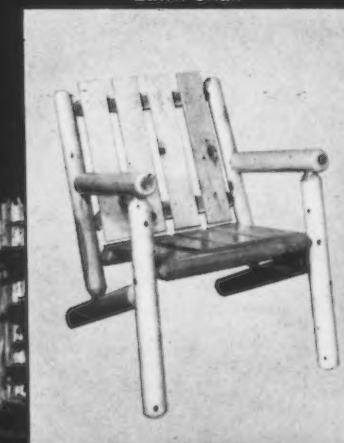
Dealerships available. Write for details on the handsome, fast-selling Habitant line, and for new folders, brochures, specifications and price lists.



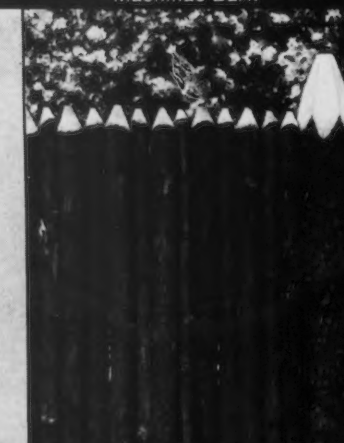
BAY CITY 23, MICHIGAN



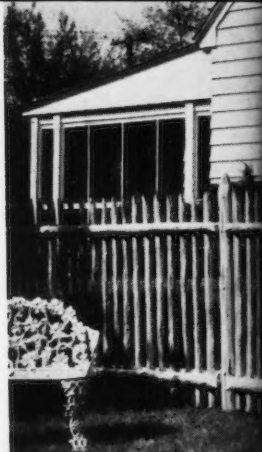
Stockade



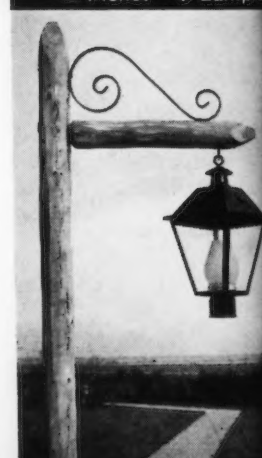
Lawn Chair



Mackinac Bark



▲ Picket ▼ Lamp L



Country Squire



